

THE AMERICAN STATIONER

DEVOTED TO THE INTERESTS OF THE STATIONERY AND FANCY GOODS TRADE

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NEW YORK AND CHICAGO, DECEMBER 2, 1911.

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NEW IDEAS IN TOYS

The Purpose of an Exhibit Now Being Held Is to Make the Youngsters Work with Their Hands—The New Plan Outlined.

If you do not know what is proper and scientific for Santa Claus to give children, just take a trip to the educational museum at Teachers' College, New York City, some time before December 13 and let Miss Hill or any of her kindergarten assistants explain. Miss Hill has exhibits of children's toys, and theories and facts about them, enough to consume a whole afternoon.

"The question of toys and their effect in the education of children," she said last week, "cannot be made too important. The purpose of the good toy is to inspire the child to work, to exert its imagination, to occupy itself, in some manner, however unconscious, which will bear on its later life."

On account of this, you will search in vain for the elaborate toy which does everything itself. You will not even find an electric train or an automobile or an aeroplane. Miss Hill calls her ideal toys "do with" toys. Every one is warranted to keep a naturally curious infant busy for a long time. Take the tools as an example. Unlike the average toy tools you find chests and kits full of knives that cut, of hammers that hammer; while the garden utensils really rake weeds and shovel whole heaps of earth.

MAKING YOUNGSTERS THINK.

Everything is designed to make the youngsters work and think to the limit of their pleasure. In a corner resides the "do-with family," the members of which can be adjusted to sit down, to walk, or to drive the horse and cart in the stable. The stable, by the way, has stalls and a door leading to the hay loft. There is also a cow with brindle stripes.

To supplement the "do-with" toys, there are the "occupation toys," which consist of little stoves that cook, laundry articles quite good enough to clean the doll's linen,

and carpet sweepers that are supposed to challenge the youngster's monopoly in the gathering up of dust from the nursery floor.

Miss Hill explained how the effort was being made to cause the child to "dramatize" in play the life it was destined to lead. When the child plays house, for instance, it is to have the privilege of squashing its fingers in the wash-boards, just as if it were the laundress.

"One of the prime purposes of this exhibit," Miss Hill continued, "aside from the general one of teaching parents how to purchase toys, is to show the public-spirited toy-dealers in this city what a crying need there is for considering the poor children, so that they may also be able to buy good toys. You have remarked that so many of the good things here cost lots of money. Still, we are doing all we can for the poor babies. We tried to interest the Sage Foundation in the matter of good toys for poor children—so far without result. And, as far as I myself am concerned, I should even be in favor of toy-libraries, where the poor can get good, workable playthings, just as they can now get books or music."

One method, in the Teachers' College kindergarten, for counteracting the want of money is to have children make their own toys. In the exhibit there are houses whose furniture is made of cheap, soft pine—the product of the child artisans. One little girl was worried because in her doll's house there was no room to hang clothing. So she manufactured a clothes-press, a good one, too. For poor children there is a five-cent exhibit, showing where everything from a rake to a strip of wall paper can be obtained for that sum.

IMPORTANCE OF GOOD BOOKS.

"Where the poor suffer particularly," said Miss Hill, "is in the matter of books. Pictures you can buy that are both good and cheap"—whereupon she led the way to copies, in color and black-and-white, of French, German and Japanese masters, all to be had for a quarter.

"You see," she continued, "the importance

(Continued on page 22.)

BUSINESS—POLITICS

There Is a Big Widespread Movement Now on to Divorce the Two so That Commercial Affairs Can Hereafter Run Along Undisturbed.

UNSATISFACTORY business conditions and the reasons therefor was the combined theme of 10,000 letters received this week by the National Association of Manufacturers in answer to its inquiry in regard to the unsettled state of commercial affairs in this country. All lines of endeavor were represented in the answers. In summing up the results it is stated, as "practically the unanimous opinion," that "politics played for personal motives is the direct and menacing cause of our present unsatisfactory business conditions. It is further declared that "belief that our industrial ills are the result of political agitation is profound and widespread, and there is no question that our business men are determined to remove the disturbing element." The first demand is a cessation of such agitation, including "tariff agitation," and at the same time there are suggestions as remedies of amendment or improvement of the "Sherman Act," Federal incorporation and the "regulation of trusts."

Besides the work of the National Association of Manufacturers there are other movements under way to take politics out of business in so far as that is possible. Later it is hoped that all the commercial forces that are working towards the same end will combine to effect this most needed reform of modern times so that business will no longer be the football of politicians.

"I only recently began to read trade paper advertising," said a dealer not long ago. "I kept the ads. more as a directory of the trade. But nowadays there's getting to be such live business-like stuff in some trade-paper advertising that I feel I'm missing something if I don't look them over."

NEW DENNISON LINE

Stationers Throughout the Country Are Now Doing a Good Business Selling the Dennison Line of Holiday Specialties.

Ten years ago the Dennison Manufacturing Company printed the first tag for Christmas use. Its new 1911 Christmas



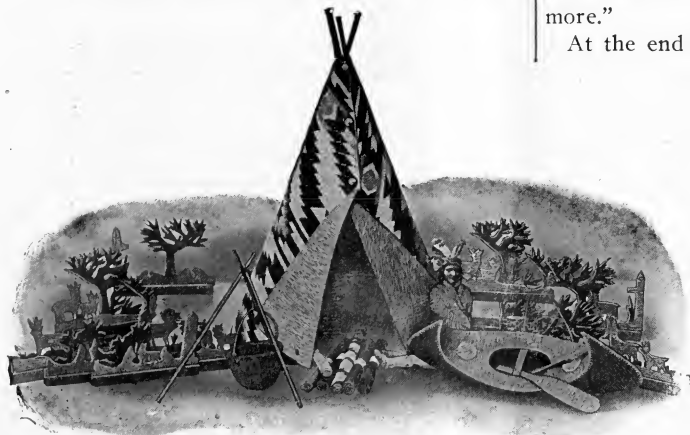
catalogue shows illustrations of seventeen different designs, some of them the finest examples of steel engraving and all beautifully printed and embossed. Besides this tag line, Dennison makes all sorts of Christmas gift dressings and package wrappings, paper boxes and cases, and the line which started as a fad in 1901 has now



settled into a staple product to meet an established demand. A few of the many new products of the company are illustrated herewith.

Tag No. 137 is a particularly attractive Dennison design, a large double oval with light green and gold border, strung with red satin ribbon.

Among the gummed seals are many novelties, the use of a star, cupid and bell



being one of the most unique. The colors in this are red, white and gold.

Gift holders, in the shape of paper fold-

ers, appropriately designed, are another Dennison device which sell readily.

Dennison's handy boxes, sealing wax sets, passe-partout outfits, paper doll outfits, doll house outfits and wigwam outfits are also quick-selling stock, while for effective decorations nothing can surpass crepe papers and paper flowers. For the latter, Dennison's flower outfits, containing complete material and instructions for making will be found most practical.

Advertising an Investment

A prominent manufacturer, with supreme confidence in the power of advertising, told a friend of his from the financial district that he was going to invest \$100,000 during the year in advertising a new product.

"What do you expect to get from it?" asked the friend.



"Well, if I put my money in Wall Street I would get about four per cent., so I will be satisfied if I get that much or a little more."

At the end of the year the manufacturer

"Well," said the financial friend, sarcastically, "are you satisfied?"

"Of course," was the answer. "I have 16 per cent. on my money. That is 12 per cent. better than Wall Street."

"Yes," almost shouted the friend, "but Wall Street would have returned your



original \$100,000, too. You have lost your money; you are \$84,000 out."

"Not by any means," answered the manufacturer. "I still have my money. It is represented by my trade-mark. Do you think I would sell for \$100,000 a trade-mark that will bring me \$16,000 a year?"

The proof of the pudding is the eating. There are trade-marks today rated as



worth millions of dollars—the trade-mark itself, mind you—and all that money represents purely money invested in advertising.

That which makes life worth living cannot be bought with money. If you are rich, you can buy a fine house; but you cannot buy a happy home. With money you can rent a pew in a fashionable church; but you cannot rent a good



figured that his advertising brought him \$16,000 in profits—16 per cent. on his investment.

conscience. Much—very much—in this life depends upon your manner of living and dealing with others.



Our papers are also supplied by Eaton, Crane & Pike Co., Pittsfield, Mass., and 225 Fifth Avenue, New York, whose boxes containing our goods bear the word CRANE'S.

OUR TYPEWRITER RIBBONS AND CARBON PAPERS

REPRESENT THE *VERY BEST* IN THE LINE OF THESE
COMMERCIAL NECESSITIES

YOU SHOULD NOT USE *LESS* THAN THE BEST TO MAINTAIN
MODERN EFFICIENCY

WE *LEAD* THE WORLD IN *OUR LINE* BECAUSE:

WE FILL EVERY REQUIREMENT
 WE SUIT EVERY PURPOSE



MITTAG & VOLGER, Inc.

MANUFACTURERS FOR THE TRADE ONLY

Principal Office and Factories, **PARK RIDGE, N. J., U. S. A.**

BRANCHES

NEW YORK, N. Y., 261 Broadway CHICAGO, Ill., 205 W. Monroe St. LONDON, 7 and 8 Dyers Bldg., Holborn, E. C.

AGENCIES—In every part of the world; in every city of prominence.

DO YOU SELL "BERLIN'S"
QUALITY FIRST STATIONERY?

BERLIN'S Cards, Mourning Papers, Writing Papers, Typewriter Papers, Papeteries, Tablets and Initial Papers represent taste and refinement in polite correspondence.

The Initial Papers are all stamped by hand with a steel hand-engraved die, and as a result you have the finest workmanship it is possible to produce at much less than it would have cost to have done it as a "special order."

NO WAITING :: :: NO DELAY

BERLIN & JONES

SALESROOMS: 547 WEST 27th ST.



Reorders prove that quick sales pay

COMPANY

AND 136 WILLIAM ST., NEW YORK

THE HOME OF THE TALLY CARD

STAPLE ENVELOPES OF EVERY DESCRIPTION

STORES CROWDED

The "Shop Early" Slogan Has Had Its Effect in Boston, the Stores Now Being Crowded with Buyers.

New England Office, THE AMERICAN STATIONER, 127 Federal St., Boston, Nov. 28, 1911.

The response of the public to the request of the merchants to "shop early" has already aroused the holiday spirit and the thoroughfares and stores are well crowded with those seeking Christmas gifts. This spirit is further reflected by the window displays of papeteries, brass goods, leather goods and other useful holiday gifts.

MANY ARE SHOPPING "EARLY."

The quick and generous response of the public to the "shop early" campaign started a year ago has helped to benefit the local stationers as was evidenced by the large counter trade handled by the local dealers during the past week. If the business for the past ten days on holiday goods is any indication of what the remaining weeks will bring forth, this year should prove one of the best, if not the best seasons in the history of the local trade. The jobbing and manufacturing branches of the trade are finding a let up in their business now except in the cases of supplying some of the suburban dealers who always hold off to the last minute before putting in their holiday stocks.

A FALLING OFF IN COMMERCIAL LINES.

Commercial stationers experienced a slight falling off in orders, due no doubt to the proximity of the holidays, but expect this year's business to be above the usual standard. The big demand now among the buyers of holiday gifts is for fountain pens, holiday books, desk sets, brass novelties and leather goods.

James Keefer, representing the New York office of the Whiting Paper Company, was in Boston for several days during the

past week, making his headquarters at the Parker House.

J. S. Whiting, representing Standard Paper Manufacturing Company, of Richmond, Va., spent several days of the past week calling on the local stationers, displaying a newly finished line of blotting papers.

Frank W. Bailey, of Thorp & Martin Company, leaves tomorrow to spend Thanksgiving and the rest of the week in New York.

Harry Kiggins, of Kiggins & Tooker, is expected here during the last of the week, as well as J. G. Magee, representing C. F. Rump & Sons, of Philadelphia.

The efforts of the National Catalog Commission have been greatly appreciated by many of the local stationers who have adopted the many suggestions offered by the commission. It now looks as if every local stationer would adopt much of the suggestions as made in the commission during the past year. This is certainly a step forward in further advancing the interests of the stationers in this section.

Among the traveling men visiting the local trade were: T. W. Harbottle, of Kimpton, Harbottle & Haupt Company, of New York; James Freed, representing Frank A. Weeks Company, of New York; R. B. Seiburg, of New York; John A. Sherman, of the Sherman Envelope Company, Worcester, Mass.; W. H. Nelson, of the Whitcomb Envelope Company, Worcester, Mass.

Among the recent applications for membership to the Boston Stationers' Association are the New England Carbon Manufacturing Company, 71 Kilby street, and Lawrence Scallan, Jr., with the New England News Company. A. A. TANYANE.

In trimming windows try to have the display no higher than the level of the eye.

The Paper Box Business

A thousand machines of many types and sizes and designed for many purposes are used today in the manufacture of paper boxes. This assortment of the number of styles of cardboard boxes used for packing all sorts of articles is without limit.

According to the Edison Monthly one industry alone, the making of pen, pencils and erasers, requires boxes of 4,000 different sizes and shapes.

Paper box making, one of the new but very important industries of this country, has made its greatest progress during the last half century, and particularly within the last twenty years, after modern machinery had been introduced. The business has assumed wonderful proportions in New York City where the capital investment exceeds \$5,000,000.

One hundred years ago there was no such thing as a paper box. The container of those days consisted of nothing more than a heavy sheet of paper wrapped around the article to be carried. In time some progressive person conceived the idea of cutting part way through the paper in order to make it fold more readily. With this four-sided wrapper it became the custom to tuck the loose end in to prevent the contents slipping out.

From this was evolved the idea of scoring the paper so both the sides and ends folded up and then gluing the ends together. That was the way the first paper boxes were made, and it was years before any marked improvement was made. In those days a knife, a pair of shears, a kettle of paste and a straight edge, with a supply of box board, were sufficient equipment to start a man in business.

Subscribe for THE STATIONER—It pays.

FOR FINE CORRESPONDENCE OR FOR GENERAL BUSINESS USES

WHITING PAPERS ARE STANDARD

EGYPTIAN NO. 5

is the latest and most up to date size for business uses—oblong single sheet—just the proper size—with an oblong square flap envelope to match. Supplied in any Whiting paper but Whiting's Woven Linen and Bond papers are recommended as especially suitable. Stationers who cater to business men will find in this size a departure from the conventional which adds dignity to commercial correspondence.

WRITE FOR SAMPLES

Whiting Paper Company

New York, 148-150-152 Duane Street
Philadelphia, 725 Arch Street



Makers of High Grade Papers

Chicago, 209 South State Street

MILLS: HOLYOKE, MASS.



TOWER MANUFACTURING & NOVELTY CO.

306-308 BROADWAY, NEW YORK CITY, N. Y.

WHOLESALE STATIONERS

Elasta Celluloid Tooth Picks. Why do you not use them? They are antiseptic and hygienic.

2003-23, 2¾ ins., transparent, 10 picks in a package, 50 packages in a neat hinge cover pasteboard box, per box \$2.00.

2003-22 are the same as 2003-23 only white, per box \$2.00.

2003-20, 2¼ ins., transparent, 10 picks in a package, 50 packages in a neat hinge cover pasteboard box, per box \$1.50.

2003-19 are the same as 2003-20 only white, per box \$1.50.

2003-18, 2¼ ins., assorted 16 picks in a package, 40 packages in a neat hinge cover pastboard box, per box \$1.20.

2003-17, same as 2003-18 only transparent, per box \$1.20.

2003-16, same as 2003-18 only white, per box \$1.20.

2003-10, 2¼ ins., white one celluloid holder and 10 picks in a sliding box, 12 boxes in a carton, per dozen boxes 90c.

2003-6, same as 2003-10 only one celluloid holder and 6 picks, per dozen boxes 75c.

2003-4, same as 2003-10 only one celluloid holder and 4 picks, per dozen boxes 60c.



We are the Largest Manufacturers of Stationer's Tin Goods

in the United States. We always have a large stock on hand and are able to make prompt shipments on any sized order. Try us on your next order and we will surprise you—not only in prompt shipment but the quality and price of the goods.

SEND FOR CATALOG.

MERRIAM MANUFACTURING CO., Durham, Conn.

AN ALL STEEL POCKET SEAL EMBOSSE



• Three-fifths Actual Size.

For \$1.50. A new number by the Roovers Bros., whose hand embossers have made such a hit with stationers. Weight less than 9 ounces. All steel, nickel plated. No brass or lead used for dies. Easy to operate. Made to last. Lock at catch on handle. Notary Public, Justice of Peace, Commissioner of Deeds, Corporation Seals, to retail at \$1.50; special words in center, \$2.00; seal with letter in center, \$1.50; address embossers, \$1.00 per line; \$1.50 for two and three lines; \$1.75 for four lines.

WRITE FOR TRADE PRICES WHICH GIVE LIBERAL PROFIT

ROOVERS BROTHERS,

Office: 100 Schermerhorn Street, BROOKLYN, N. Y.

THE DRYSDALE COMPANY, Inc.

CHICAGO: 209 South State Street

NEW YORK: 41 West 36th Street

Publishers of HIGH GRADE PHOTOGRAVURES, Post Cards, Ideal Heads, Mottoes, Aquagravures, Landscapes, Tally and Place Cards

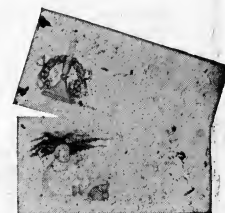


Christmas and New Year Folders for the best trade. Plain Photogravures and hand colored. Our 1,500 line of Christmas Folders is the best 5 cent retailer in the market. Our 1,600 Folder holds the same position in the 10 cent field.

CHRISTMAS POST CARDS, 30 Subjects

THE DRYSDALE QUALITY is in a class by itself.

Better see samples before completing your line. Address either office.



Xmas Series—6 Designs.

12 Designs—6 Ladies, 6 Gentlemen.
In Photogravure \$1.50 per gross.
Hand Colored 3.00 " "

American Textbooks in China

The desire of Chinese to learn English, says Consul-General Amos P. Wilder, located at Shanghai, the lack of adequate textbooks in their own language, and the marked superiority of American school-books have combined to make a fair market in China for the American publisher. Several leading American firms are well known already in Chinese schools, and their local agents are making constant efforts to extend their business. At present, however, there exists considerable doubt as to the efficacy of our treaties with China to prevent wholesale "piracy" of American textbooks by local Chinese publishers who, with their cheap materials and abundant and inexpensive skilled labor, are able to perfectly imitate the American books and put them on the market at a figure considerably less than the cost price to the American publisher. Until this point has been settled in favor of the United States the sale of American text-books in China will be beset with much uncertainty and many difficulties.

New Paper Ream Weight Table

Ambrose S. Carnell, superintendent of the Patten Press, 33 Gold street, New York, is the publisher of a book and news ream weight table that should be on the desk of every estimator or buyer of paper. It is founded on the square inch basis, and

the weight per ream of any size sheet from 20 x 25 inches to 44 x 64 inches on any 25 x 38-inch basis may be quickly determined without any figuring except the finding of the number of square inches contained in the sheet. This table is not of the ultra-scientific kind that requires the skill of the proverbial Philadelphia lawyer to follow, but is exceedingly simple and practical. The book and news table has met with so favorable a reception that Mr. Carnell is now working on a bond, ledger and writing table.

Seek Dustless Blackboards

Wanted.—Green blackboards which are absolutely dustless after chalk marks are erased from the surface.

That is one of the greatest needs of the school system, according to statements made by officials of the Washington, D. C., schools. The chalk dust flying about the room every time the board is erased is not healthful, say the school chiefs. The blackness of the boards now used in most of the schools is hard on the eyes of the pupils, it is said.

The usual blackboard is smooth plaster, coated over with silicate paint. This has so far proved the most serviceable and cheapest board, it is explained. Each year the boards are repainted with the silicate solution.

Boards of ground glass, painted black, are in the McKinley Manual Training School, in that city, but because the chalk makes rather streaky, faint lines on most of the boards, say the school heads, these boards are considered poor also. McKinley, which probably has the greatest assortment of boards in the city, has slate and paper blackboards as well as the glass ones.

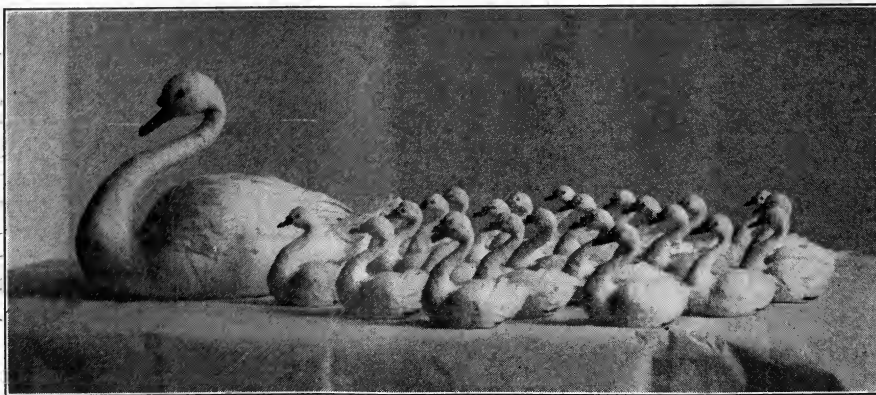
Faking Hurts Business

Fake bargain offers hurt business. "Special sales" that are not special should be barred by every retail establishment. They bring all special sales into disrepute, making the buying public distrustful of all such announcements.

Advertise the truth and people will find it out and flock to your doors. Always stick to the offers made in your advertisements. Don't hold fake sales or near-fake sales. Don't fool the people; don't even attempt to fool them.

By keeping constantly to this policy the merchant will eventually win the reputation among his local public for telling the truth, "even in his advertisements."

People will find out the truthful advertiser and reward him in less time than he thinks. They will have confidence in him, and business is based on confidence.



"SWAN SAFETY"

(THE FOUNTAIN PEN OF QUALITY)

Absolutely Non-Leakable

Have You Prepared for a Big Xmas Trade?

This is Fountain Pen Year, and especially a

"SWAN SAFETY"

Year, which pen has and is now being extensively advertised in all the popular monthlies and magazines. To meet the demand which will naturally result from this wide publicity to the consumer, your stock should be complete in every detail. Late and repeat orders given immediate attention.

PRICES, \$2.50 UP. LIBERAL DISCOUNTS

The Finish of Our Full Covered Fountain Pens is Very Superior

Imprinted Xmas
Circulars Supplied
to Every Dealer

MABIE, TODD & CO.

Established 1843

**M
&
T
&
C
&
O**

17 Maiden Lane, New York

209 S. State St., Chicago, Ill.

124 York St., Toronto, Ont.

Electros and
Window Display
Material Sent
On Request

BULLETIN No. 3

A Large Lithographic House in Kentucky says:

“WE HAVE BEEN USING
COUPON BOND FOR THE
LAST SEVENTEEN
YEARS.”



COUPON BOND

(Fac-simile Water-mark)

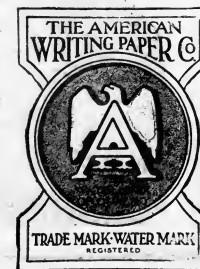
What better evidence do you want of
the merit of this—

THE DE LUXE BUSINESS PAPER



AMERICAN WRITING PAPER CO.
HOLYOKE, MASSACHUSETTS

Manufacturers of the “Eagle A” Trade-Mark Water-Marked Papers



MARCUS WARD'S BLOCK CALENDARS FOR 1912

The original and the best.

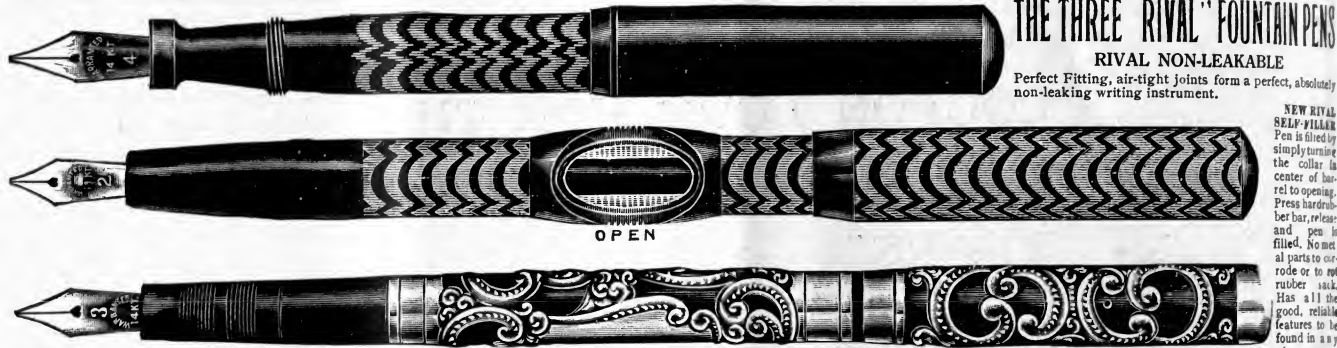
The heavy sale on these Calendars this season again demonstrates their popularity. The "Every Day" and "Daily Guide" are sold out, but we still have stock of the "Shakespeare," "Tennyson," "Dickens," "Long-fellow," "Day Unto Day" (Scripture quotations), and "Today" (office Calendar):

Dealers should examine their stock immediately and re-order any of the above titles desired. Samples on display at our New York Salesroom.

New York Office
369 Broadway
Telephone 1763 Franklin

MARCUS WARD COMPANY
"Royal Irish Linen"

Office and Factory
116-124 Thirty-ninth Street
Brooklyn, N. Y.
Telephone 3804 Sunset




THE THREE RIVAL FOUNTAIN PENS

RIVAL NON-LEAKABLE

Perfect Fitting, air-tight joints form a perfect, absolutely non-leaking writing instrument.

NEW RIVAL SELF-FILLER
Pen is filled by simply turning the collar in center of barrel to opening. Press hard rubber bar, release and pen is filled. No metal parts to corrode or to rot rubber sack. Has all the good, reliable features to be found in any of our pens, plus the special advantage just mentioned.

Made in three sizes No. 22, No. 23, No. 24. Plain, Chased and Gold Mounted. RIVAL No. 3 with Gold or Sterling Silver Filigree Mounting, for Holiday and Fine Trade. Export trade solicited. Catalog illustrating our full line and giving Prices and Discounts will be sent to Dealers on request. We guarantee every pen.
D. W. BEAUMEL & CO., Office and Factory, 35 Ann St., NEW YORK




Collins

DRAWING INK

WATERPROOF

FLOWS READILY, DRIES QUICKLY
BOTTLE CANNOT UPSET - CORK CANNOT ROLL
MADE IN COLORS WHICH ARE STRONG AND BRILLIANT
DISTRIBUTED BY ALL JOBBERS
COLLINS INK CO., HOBOKEN, N. J.



Eberhard Faber **F** Red Pencil Rubber

A fine quality soft, red pencil rubber, the erasing properties of which are not excelled by any rubber.

No. 1025



Made in 5 sizes: 20, 30, 40, 60 and 80 to a box, in convenient oblong blocks.

Samples Sent on Request

Eberhard Faber - - New York

TRADE ITEMS

Because of the lateness of the season the manufacturer has called in his travelers, thus leaving the field of business activity to the jobber and retailer. The former, while busy on re-orders and on orders from his nearby trade, is practically through with the bulk of his business for the year. Within another week or ten days he will begin to clean up his stock for the annual inventory. By the elimination of the manufacturer and the wholesaler through the lapse of time the retailer now occupies the center of the stage, and with the surety of a month's good business, all the reports indicating a heavy holiday trade, despite the depressing influence of the political situation. The latter factor is really the only bearish influence now affecting the market. Collections are reported considerably better, due no doubt to the fair volume of business done for the first two months.

The Van Wert Novelty Company, of Van Wert, Ohio, which for a number of years has been engaged in the manufacture and sale of advertising novelties, including calendars, match boxes, parafine signs, etc., will pass into the hands of new owners the first of the year, when L. G. Gilliland retires from the active management, and the control of the plant passes into the hands of E. E. Carrey, who has been Mr. Gilliland's assistant and superintendent of the mechanical department.

A deed has been placed on record by which the property at 428 Seventh street, Washington, D. C., Northwest, for many years the store of William Ballantyne & Sons, booksellers and stationers, has been transferred by R. C. Ballantyne and William Ballantyne, Jr., to Simon

Oppenheimer. The Ballantyne business is to be removed to 1409 F street, Northwest. It is the intention of the new owner to remodel the building and continue its use for business purposes.

The Jaques-Southworth Company has opened a beautifully fitted-up store in the Sharp Building on Main street, Lafayette, Ind. The company deals in books, stationery, art novelties, etc.

The old firm of Wilbur & Hastings, of 37 Fulton street, New York, was incorporated this week, capitalized at \$60,000. The incorporators are: Charles C. Talbot, of Montclair, N. J.; Harry W. Rogers, of Maplewood, N. J., and Alfred A. Brown, of 378 Madison street, Brooklyn, N. Y.

The West Envelope Company, of 91 Orange street, New York, suffered slight damage from fire last week.

There is on exhibition in the windows of the Bell Book & Stationery Company, of Richmond, Va., a very interesting exhibit of maps, etc., showing the prevalence of the "great white plague" in that city. In the back of the window is draped a large white flag with the double red cross, the national tuberculosis emblem.

Thirty-seven million feet of lumber is thrown into waste paper baskets every year, according to Prof. E. C. Haller, head of the botany department at Central High School, of Kansas City, Mo. "That enormous waste results from half-used lead pencils being tossed away," Mr. Haller said. "The report of the United States Forest Service last year shows that 73,000,000 feet of lumber is required in the United States for the making of lead pencils. I believe it is safe to say that at least half of every pencil is thrown away because it has poor lead or is too short. Think how

conservation could be promoted if every person would be more careful in the use of pencils."

George E. Rogers has opened a stationery store at 680 Broadway, Somerville, Mass.

Dealers who have not received the revised price list of the standard line of paper clips manufactured by the American Clip Company, 366 Girard avenue, New York, are requested to write to the company for same. It is manufacturing at the present time 14 different styles of clips, taking in practically every style of clip manufactured now on the market. The company is adding constantly to its equipment, putting in new machinery from time to time, and while it manufactures over two million clips a day it finds that it is not able to catch up on its orders. It is hoped, however, that with additional machines, which will be installed shortly, that it will be in a position to fill any and all orders without delay.

The list of mediums used by L. E. Waterman Company for advertising its Ideal fountain pens for the Christmas season includes all the leading magazines and daily newspapers in the United States. In about eighty of these publications the company had full page advertisements, which were very striking. It also had "ads." in twenty-two foreign language newspapers. The company, in addition, used practically all the leading newspapers of the country for black and white space.

The Edward Madison Company, stationer and bookseller, moved into its new building at 429 Bloomfield avenue, Montclair, N. J., on Friday of last week. In its new quarters the company has greatly enlarged its facilities for displaying and stocking the various lines which it handles, making it one of the largest and best equipped stores in the East. That the change will

Hurd's Fine Stationery Means Success to Dealers

Why is it when once we sell our goods to a house, we constantly receive reorders from that house? Why do they handle our lines thereafter to the exclusion of all others?

BECAUSE they are selling Hurd's lines, and it pays them. That's the point. Their customers are pleased and satisfied. They will look for Hurd's Fine Stationery and buy it.

It is easier to sell goods with "Hurd's Name on the Box." The public knows what kind of a house stands back of them—a house with a reputation to maintain.

Our new lines of Dance Orders are very beautiful and attractive. This is the season when your stock of these should be complete. We make them in many pretty colors and effects.



GEORGE B. HURD & CO.

Fine Paper Makers

425 and 427 Broome Street, New York, U. S. A.

**WE MAKE THE
BEST THAT CAN BE
MADE AND SELL
TO DEALERS ONLY**

appeal to its large list of patrons goes without saying, as it will enable the company to serve them better than was possible heretofore, and after all is said and done, "service" is what counts nowadays.

Circuit Judge Peter F. Irving, of Cincinnati, last week declined to sit with his associates in reviewing the fight between John F. Robinson, retired circus proprietor and his children for \$500,000 worth of United States Printing Company and United States Playing Card Company's stock. Judge Winch, of Cleveland, was called to fill the place of Judge Irving, who retired because of friendship with "Governor" Robinson. Recently two of Mr. Robinson's daughters brought suit for possession of the stock which they assert was left them by their mother, the Common Pleas Court having decided in favor of the children. Robinson claims that the stock which was in his first wife's name when she died, was only held in trust by her for the benefit of others.

The Procter and Collier Company and the United States Lithograph Company, of Cincinnati, are among the firms which have joined in filing a petition in the United States District Court to have the Continental Specialty Company, of Dayton, Ohio, adjudged bankrupt, declaring that the local concern is insolvent. The U. S. Lithograph

Company claims \$2,228.85 for lithographs and the Procter & Collier Company \$3,502.19 for advertising. It is averred that the defendant permitted two creditors, J. L. Zugg and R. L. Wilson, to obtain judgments against it in a magistrates court. The property of the Continental was offered for sale on Monday of last week to satisfy these judgments.

Attention is attracted to the display window of the L. E. Waterman Company, on Clark street, through a large panoramic enlarged photo of the harbor of Rio de Janeiro, Brazil, taken from the International Hotel. The view affords an opportunity of getting a splendid idea of the harbor and surroundings of this important South American city and is attracting much attention.

M. B. Freeman, manager of the local branch of the Dennison Manufacturing Company, finds that the past season has shown very satisfactory results. Just now there is no great activity, as the Christmas and New Year's lines have all been sold and the goods for the next season are not out yet. A very handsome catalog of the Dennison holiday novelties is now being prepared and will be mailed at once to a large list of consumers. About 5,000 of these will be sent out in San Francisco alone and many thousands will be distributed through the State. These books are

of heavy enameled paper with the cuts of the articles printed in colors and gold.

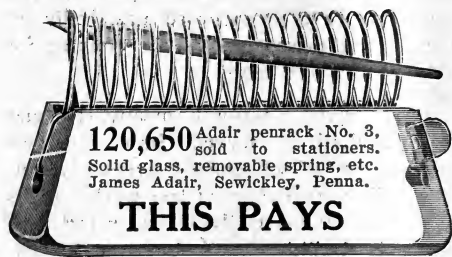
H. D. Harworth, formerly with LeCount, Clark & Ormond, has accepted a position with Chess & Webb and will look after the San Francisco trade of this company.

Marcus Ward's Block Calendars

Marcus Ward's line of block calendars for 1912 has met with a cordial reception from the trade. Marcus Ward Company reports that its "Every Day" and "Daily Guide" calendars are entirely sold out. They still have stock of the "Shakespeare," "Tennyson," "Dickens," "Longfellow," "Day unto Day" and "Today," but the supply of some of these is running low and dealers who desire to re-order should do so at once to insure having their orders filled.

The designs on the calendars for 1912 represent the highest standard possible in lithography and faithfully reproduce the work of the well-known artists who originated them. There is no calendar that is more desirable than a block calendar, as the daily quotation adds a new interest for each day and the variety of authors in the Marcus Ward line is so wide that all tastes can be satisfied.

Samples of Marcus Ward's calendars can be seen at the company's New York sales-room, 369 Broadway.



Acme Plate

Portable Blackboards

DEALERS:

Send today for our new 120 Page Catalogue "F G" a complete directory of Blackboards and School Supplies



Sample of our ACME PLATE free on request. Made in black and green.

Adopted by U.S. Government. 120,000 ft. recently shipped to Philippines.

The world's largest Manufacturers of Blackboards and School Supplies.

American Seating Company

218 S. Wabash Ave., Chicago

THE
Fountain Head
OF ALL
GOOD CRAYONS
MANUFACTURED BY
BINNEY & SMITH CO
81-3 FULTON STREET
NEW YORK

SAMPLES AND PRICES
ON APPLICATION

A RECORD BREAKER

If the Present Buying Movement Is Maintained Philadelphia Stationers Will Do Their Largest Holiday Trade.

(From Our Regular Correspondent.)

PHILADELPHIA, November 28.—If the promise of Xmas business given this closing week of November is maintained by the December days at hand, then the season will be a record-breaker beyond all question. There have been seasons when the trade began earlier, but there has been none when at this time with the great holiday period still four weeks off, the sales of novelties and fancy goods have been of such large volume. One of the representative dealers, George E. Mousley, for instance, has had to increase his sales and packing force by 14 persons and though work was kept up four nights last week, it has been impossible to keep abreast with orders. The Mousley experience, while typical of the others, is, however, exaggerated because he has developed this year a catalogue business and the very large increase is in a measure due to this. But John A. Bradley, the Christeson Company and other jobbers all report a week of most exhilarating accomplishment and promise.

SHIPPING DEPARTMENTS BEHIND.

Indeed the shipping departments every-

where are at their wits' end to keep pace. Indulgence by patrons is asked and one dealer very cleverly has placed this sign on his front door:

"Enter—without knocking.

Go out—the same way."

The very pleasant feature of the week was the dinner of the Manco Club, the organization of Mann Company employees banded together for good fellowship and the firm's advancement. It was held at Kugler's and was attended by seventy diners, the trade guest being Gus Bauer of the Wolf Bros. Company, envelope makers. Many stationery salesmen, however, had invited the buyers of large industrial establishments on their list of patrons. Samuel Rodman officiated as governor; Harry C. McDade was chairman of the entertainment committee and Frank Finnegan, and Frank Parks programme committeemen. Both professional and home talent helped to make the hours go by pleasantly. The Mann Company employees who entertained, consisting of Charles Barnitz and Halsey Holmes, solos; the Manco quartet, Harry Snyder, Halsey Holmes, William Becker and Herbert Pfitzenmayer; the Manco Mandolin and Banjo Club, George Wells, James Ball, Frank Parks, Herbert Pfitzenmayer and Joseph H. Mann Bins; and fancy dancing by Robert B. Campbell and Benjamin Waxman.

Fred Kraft, one of the oldest and best

known stationery buyers in the city, known to all the visiting salesmen through his long connection with George E. Mousley, has severed his connection with John A. Bradley, in whose employ he entered a few months ago.

D. W. Timberlake, of the U. S. Playing Card Company, came back to the city today for reorders. He reports very large sales of the new game called Rum—so recent that the company had to publish the rules, and believed by many to have originated in this city.

Leo Solinger, of the Eagle Pencil Company, was among the very few of the week's callers. Al Ripplier, of Henry Bainbridge & Co., was here, but on the sad mission of attending services over his wife's mother, who was a resident of this city. Jacob Sentlinger, the Chicago representative of the William Mann Company, paid the home office a visit.

E. R. G.

DESK PADS

When you buy them be sure you are getting the best. They are the most profitable. Buy of the man who makes a specialty of them—it's a guarantee for the quality—Prices no higher than the best materials and a good profit to the dealer require.

Send for catalog.

I. SMIGEL, Mfr. 166 WILLIAM STREET NEW YORK

ESSENTIALS OF FINE STATIONERY

CRANE'S KID FINISH

The holiday season, with its round of social activities, brings with it many demands for invitation stationery.

To produce the best results from the engraved plate use CRANE'S.

CRANE'S LINEN LAWN

The peer of all fabric finished writing papers. None equal its excellence—many try to imitate it.

For Christmas Gifts and holiday acknowledgments it is always correct.

CRANE'S CALLINGCARDS

Quality—Correct Shade of White—the beautiful Satin Finish are essentials not to be overlooked.

Critical users will want the best.

There is none better than CRANE'S.

The demand for Holiday Gift Boxes of Crane's Linen Lawn is far greater than expected. Repeat orders should be placed early. ::

Eaton, Crane & Pike Company

PITTSFIELD, MASS.

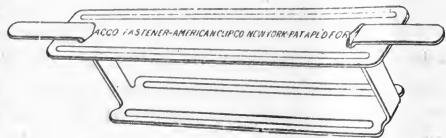
New York Office, Brunswick Building, 225 Fifth Ave.



Novelties for the Trade

ACCO FASTENERS

The Legal fastener manufactured by the American Clip Co., 366 Girard avenue, New York, has been added to the group of fasteners known as the Acco Fasteners and which are shown in an advertisement appearing on page 16 of this issue of THE



AMERICAN STATIONER. At the present time the company is putting out 5 different sizes of these fasteners which are to retail at 50 cents a box. The fasteners may be extended to almost any height, and being made of the best malleable steel they have long wearing qualities and stand a good deal of bending. There are only two prongs to bend and with the washer give a secure and tight binding in fastening together correspondence, legal papers, invoices, etc., for filing. The cut herewith shows the No. 1 Acco Fastener, also its exact size. These fasteners come with 50 prongs and 50 washers in a box and 10 boxes to a carton. They have already met with a large sale and the more they are becoming known the better the users like them. Prices and samples to the trade will be furnished by the company on request at the address given.

NEW TWINE HOLDER

The stationer who is alive to the opportunity of displaying the most modern and



up-to-date goods during the holiday season, when people come into his store who hardly ever "go shopping" at any other time, will do well to investigate the new glass holder for all kinds of twines, that the Wright Cutter Company, of Boston, Mass. (with branches in New York and Chicago), is offering to the holiday trade. This twine holder meets a very popular demand for

something a little out of the ordinary. It is a beautifully designed holder cut from heavy pressed glass and practically unbreakable. Unlike anything of its kind heretofore on the market, it has a specially arranged metal base that allows the holder to be used in any position, suspended from wall or ceiling, underneath shelf, or standing on desk or counter in the usual manner. This new feature is a very clever arrangement and this article will no doubt prove a popular addition to the very complete line of paper and twine hardware and specialties that has made "The Wright Line Products."

THE PERFECT CLIP

The perfect clip is now being sold to the trade by the American Clip Company, of



366 Girard avenue, New York. This clip has the reputation of being one of the strongest on the market. It is also very neat in appearance. Besides being adapted for office use this clip is adapted to various other purposes where a substantial and convenient clip is necessary. Since the American Clip Company took hold of marketing it the sale of the perfect clip has grown immensely. Stationers should write for prices, etc.

A DOUBLE PENHOLDER

A double penholder, which is useful for ledger work or for fancy penmanship, such as is indulged in by the gentlemen who inscribe visiting cards on the street, has been devised by a New Jersey man. The implement will enable the user to draw two or three, or even four, lines simultaneously. The penholder has a Y-shaped end and holds two pens, but the extra one or two lines are achieved by the use of one or two double pens. The holder is also made of resilient metal, so that it will give and prevent an scratching or spluttering as the



CARBON PAPER DEPARTMENT

Are you one of the Stationers—and unfortunately there are lots of them—who do not think this department is worth pushing? Then how is it that those who have pushed it have made it a good paying department? Many a stationer has lost a good account because an old customer had to go elsewhere to find the Carbon Paper he wanted, and gradually given all his stationery business to the man who pushed Carbon Paper.

Those latter are the men who have made us the biggest Carbon Paper Manufacturers in the world. We do more than sell—we help the stationer to compete with those manufacturers who sell direct.

Manifold Supplies Co.

A. L. FOSTER, Pres. O. G. DITMARS, Vice-Pres.

180 THIRD AVENUE
BROOKLYN, N. Y., U. S. A.



THE NEW BOX.

We have received more than the usual number of compliments on the new box we have just adopted to carry "The Stationery of a Gentleman" to its many users. Perhaps the old box was not fully in keeping with the quality of paper it contained. In any case the new one leaves little to be desired.

Old Hampshire Bond Stationery

is very steadily increasing in demand. There is no real substitute for it and it will be much more profitable now to sell your customers the paper they will eventually buy. Our advertising is creating NEW business—that alone is worth considering. Let us send you sample box.

HAMPSHIRE PAPER COMPANY

SOUTH HADLEY FALLS, MASS.

The Miehle
The Miehle
The Miehle
The Miehle

High-Speed, Four-Roller, Front Delivery, Table Distribution Book and Job Press. Made in eleven sizes, from 26 x 36 to 48 x 65. Built to do the finest class of printing. Specially adapted for half-tone work both in black and in colors. It is the standard flat-bed press of the world to-day, as the producer of a greater quantity and finer class of work than any other press.

High-Speed, Two-Roller, Front Delivery, Table Distribution Book and Job Press. Made in six sizes, from 30 x 42 to 45 x 62. This press is designed for a little cheaper class of book and job work than our Four-Roller, differing only in the number of form rollers, having two instead of four; otherwise it is similar in all its other features, and is faster.

High-Speed, Two-Roller, Rear Delivery, "Rack and Pinion" Distribution Job and News Press. Made in five sizes, from 30 x 42 to 43 x 56. Its method of distribution is "rack and pinion cylindrical" instead of "table." The class of work to which it is more especially adapted is newspaper and poster work. Felt packing used. It is very fast.

High-Speed Pony Press. Two-Roller, Rear or Front Delivery, "Rack and Pinion" or "Table" Distribution. Made in two sizes, 25 x 30 and 26 x 34. This press has a well-earned reputation for remarkable speed and the superior quality of work it does.

OUR SHEET DELIVERY, which delivers the sheet PRINTED SIDE UP OR DOWN, as may be desired, we put on all our presses, with the exception of the "Job and News" and the smaller sized "Pony." This adds but little to the cost of the press to the purchaser and is a great convenience.

FOR PRICES, TERMS AND OTHER PARTICULARS ADDRESS

MIEHLE PRINTING PRESS & MFG. COMPANY

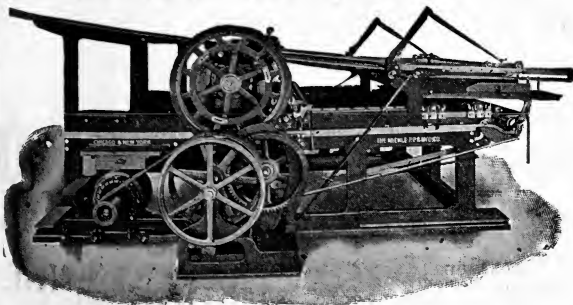
CHICAGO, ILLINOIS, U. S. A.

Main Office and Factory:
14th and Robey Sts.

South Side Office:
326 South Dearborn St.

New York Office: 38 Park Row
Boston Office: 164 Federal St.
Philadelphia Office: Commonwealth Bldg.
San Francisco Office: Williams Bldg.
Dallas, Texas, Office: Juanita Bldg.

Paris Office: "Societe Anonyme des Presses Typographiques Miehle, 7 Rue Laffitte, Paris, France."
Berlin Office: "Miehle-Druck-Pressen G. m. b. H." 16 Friederichstrasse, Berlin Germany.
"Herm Stoltz & Co., Avenida Central, Rio de Janeiro, Brazil."



lines are being made. Any bookkeeper will appreciate at a glance the convenience of this device for ledger work. A man can draw divisions for dates, figures or other details with one sweep of his pen, or pens, and save the time and trouble of ruling each line separately.

ENVELOPE MOISTENER

An ingenious envelope moistener has been invented by a New York man. A little tank has links pivoted at each end and a roller running freely in the slots of the links. The roller is moistened and allowed to rest near the bottom of the receptacle. A batch of envelopes with their flaps all open is laid, gummed side up, beneath the roller, and as each envelope is withdrawn it is automatically moistened by passing under the roller. At the top of the tank is a long concave tray. The roller is laid on this when it is first dipped into water, and all superfluous moisture is drained into the receptacle, so that it does not run over the envelopes and spoil them. The same device can be used for moistening stamps, though it is designed primarily for the purpose just described.

LIBREX CARD INDEX

The Librex card index comes in the form of a small book which makes a very handy, expandable device for card catalogues, indexes, mailing lists, addresses, etc. It

combines compactness, portability, attractiveness and economy. Being bound like a book it may be placed upon the shelves of a library, upon the top of either a flat or roll-top desk or in one of the vertical pigeonholes of a roll-top desk. It is also useful for catalogues of small private libraries. The plan admits of indefinite expansion by using a case for each subject or for an alphabetical division. Extra cases, indexes and cards may be obtained from

HANDSOME FONTPEN BOXES

The illustration herewith shows the holly and pointsetta boxes which Mabie, Todd & Co., 17 Maiden Lane, New York, are putting out this season. The top is handsomely embossed in gold, and directions for the use of the pen are given on the inside of the front cover and on the bottom of the inside back of the box. The boxes are supplied with the firm's well-known make of



stationers or through the Abbey Company, publishers, Chicago, Ill.

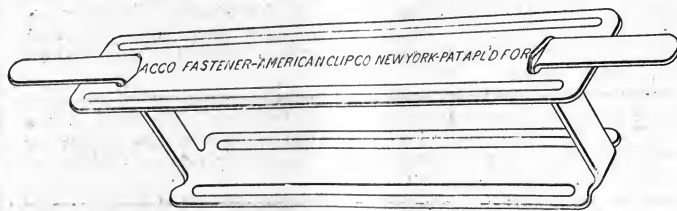
Swan Fountpens, and as the holiday season is fast approaching, dealers interested should write at once to the firm for further particulars in regard to these boxes.

The whole world pays to get the other fellow's point of view. That's why people pay money to see plays. The subject may be old and well known to us, but we are all interested in the other fellow's viewpoint.

We are in danger of looking too far for opportunities. In reaching for rhododendrons we trample down a lot of daisies.

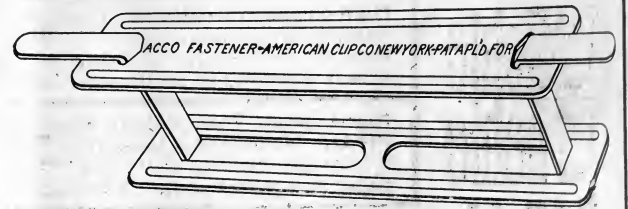
ACCO FASTENERS

CUTS SHOW EXACT SIZE



No. 1. Distance Between Prongs 2 3/4 inches. Length of Prongs 1 3/4 inches.

No. 2. Same as No. 1 Except that Prongs are 2 3/4 inches Long.

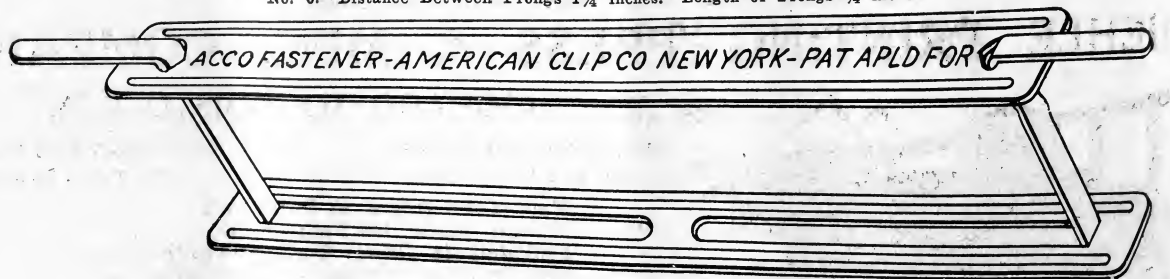


No. 5. Distance Between Prongs 2 3/4 inches. Length of Prongs 1 3/4 inches.

The Prongs of the No. 5 Fastener Are Cut Out of Base.



No. 0. Distance Between Prongs 1 1/4 inches. Length of Prongs 3/4 inches.



No. 6. Distance Between Prongs 4 1/4 inches. Length of Prongs 2 inches.

ARE YOU INTERESTED?

Prices and Sample--Also revised prices of our Standard Line of Paper Clips on Request

AMERICAN CLIP COMPANY

NEW YORK

IF IT HOLDS PAPER OR
TWINE WE MAKE IT

Something New For the Holidays

This beautifully designed Glass Holder for Ball Twines is something a little out of the ordinary and for that reason appeals to the business and professional man who wants something nice. It is cut from heavy, pressed glass and practically unbreakable, holds a half-pound ball of twine, has our special metal base, which is so arranged that besides standing on the desk or table, it may be fastened underneath counter, or suspended from the wall or ceiling—a new and desirable feature.



A useful and attractive article that will be an ornament on the desk of the banker as well as on the counter of the merchant.

Write for full particulars and dealers' discounts.

WRIGHT CUTTER COMPANY
BOSTON NEW YORK CHICAGO



Calendar Pads

We have just a few of the various sizes in stock.

If you need pads, order now as we are rapidly closing out all of our different designs which we have carried in four different sizes.

We also have a few assortments left for immediate delivery, but they will not last long.



1825 THE BEST 1911

EIGHTY-SIX YEARS

ago Davids' Inks were noted for their excellence, but we have progressed; our labor is more skilled, our plant modern, the equipment up-to-date. These all make for perfection—a better product—

DAVID'S SIGNATURE INK DE LUXE

Buy from a house where quality advancement has been featured. It is good business to do so.

THADDEUS DAVIDS CO., 95-7 Van Dam St., N.Y.

Inks, Mucilage, Paste, Sealing Wax, Etc.
OLDEST INK HOUSE IN THE COUNTRY.

WE'VE BEEN SELLING THE SAME PEOPLE FOR FIFTY YEARS.

Isn't such a record worth considering when you are in the market for

RUBBER BANDS?

We believe a concern which has successfully catered to its patrons for so long a period has earned a reputation for reliable dealings and reliability of its products. A trial order of **Ajax Rubber Bands** will convince you. There's a five-year guarantee behind them. Prices and samples on request.

Largest Rubber Band Manufacturers in the United States.

TYER RUBBER CO. - **Andover, Mass.**



SEASONABLE CARDS

As This is the Gift-Giving Time Stationers Should Call Attention to Their Stock of Holiday Goods.

"What presents shall I buy for Christmas?" This is the question that is uppermost in most minds at this time. It is therefore up to the stationer to help settle the problem for those who pass his windows or who enter his store. As an aid in this direction suitable window cards will be found very effective. These should tell briefly about the most acceptable goods in stock for Christmas presents. A few suggestions for such cards follow:

GIFTS! GIFTS!!

Our line of goods suitable for Holiday presents is extensive and select. Come in and see them.

FANCY GOODS

Each article in this store was chosen with a view to meeting the tastes of our customers. Inspection invited.

SELECT NOW

If you make a choice from our stock now we will hold the article until called for.

SOMETHING FOR ALL!

Our stock is so varied that practically all wants in Holiday goods can be supplied here.

DESK SETS

These make very acceptable Holiday presents, as they are artistic and durable. We have them in many styles.

FOUNTAIN PENS

For the men-folks there is no better gift than a fountain pen. Make "him" happy. Wide range in prices.

Unfortunately ambition and ability are not comrades.

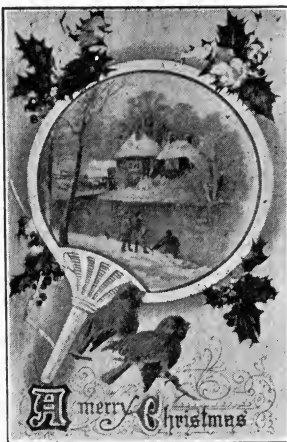
Decision is a Wholesome Virtue

If the positive man makes a mistake, he is not likely to be long rectifying it; but the man who never makes up his mind until he has consulted everybody, and then is always ready to open up every question for reconsideration, will never accomplish anything.

Roosevelt says, "The man who doesn't make a mistake is no good." The man who is always after a sure thing, who has no dare in his nature, who is afraid to risk anything until dead sure that it is going to turn out right, never amounts to much. It is a thousands times better to make a mistake now and then than never to settle anything, but to be always balancing, weighing and considering.

A man who does forceful work must be able to dismiss a subject from his mind when he is done with it, so that he can do something else. This increases his power of mental grasp for the thing under consideration. But, if the mind is entangled in confused surroundings, in a hundred and one half-decided things, if its energy is split up, the focusing power is impaired.

You must concentrate your powers upon what you are doing, and you can never do this when a score of things in your mind are intruding themselves for consideration. When you have anything in mind, settle it and then dismiss it.



1911 Xmas Post Cards

100—DESIGNS—100

This line of New Xmas Post Cards has an exceptionally large variety of subjects, a combination of three (3) large factories all made by

American Artists, American Dies, American Cardboard, American Machinery

SPECIAL VALUE

Trade Price \$0.60 for 100, Assorted

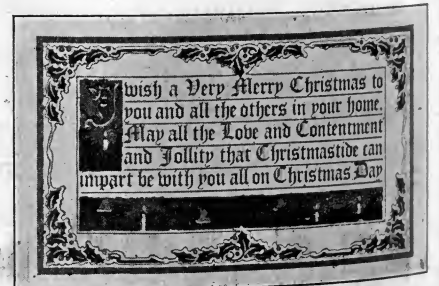
" " 1.00 for 200, "

" " 2.25 for 500, "

By mail, 8 Cents for 100 Extra

Orders sent in *now* will be shipped promptly

THE AMERICAN NEWS COMPANY
9-15 PARK PLACE, (Post Card Department), NEW YORK



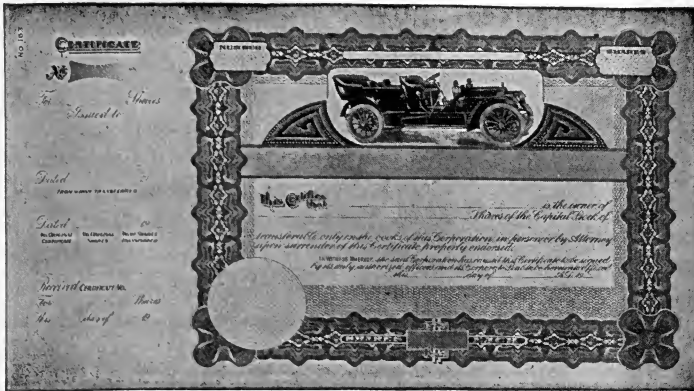
Every Stationer and Printer should have them.

GOES

Established 1879

CHICAGO.

Originators and Producers of The Blanks of Quality.



Lithographed Stock Certificates and Bond Blanks

The finest and most complete line on the market.

151 Styles of Stock Certificates, suitable for every industry and more to follow.

15 Styles of Bond Blanks for municipalities and corporations.
10 Styles Diploma Blanks for Colleges, High and Public Schools.
2 new Styles First Mortgage Real Estate Notes.

Let us figure on your next order for anything special in the line of Posters, Hangers, Show Cards, Labels, Color and Commercial Lithographing of any description.

We aim to serve the Stationer and Printer.

Send for samples and prices.

1912 Calendar Pads, 72 styles and sizes.
Original and artistic designs.

Reduced fac-simile of one of our 151 styles of Stock Certificates.

GOES LITHOGRAPHING CO. CHICAGO

WM. F. KROHMER, President

61st and Clark Sts. — WE LITHOGRAPH FOR THE TRADE — Address Dept. A. S.

MARGUERITE No. 130. MARGUERITE No. 130. MARGUERITE No. 130. MARGUERITE No. 130. MARGUERITE No. 130. MARGUERITE No. 130.



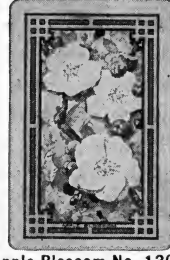
Clover Back No. 1301.



Rose Back No. 1302.



Thistle Back No. 1303.



Apple Blossom No. 1304.



Iris Back No. 1305.



Tulip Back No. 1306.

No. 130 MARGUERITE PLAYING CARDS

TWELVE DAINTY FLORAL DESIGNS IN NATURAL COLORS

GOLD EDGES—WHIST SIZE "LINOID" OR SMOOTH FINISH

THE MOST ATTRACTIVE LINE OFFERED

WRITE FOR SAMPLES

A. DOUGHERTY

139-141 FRANKLIN ST., NEW YORK CITY

MARGUERITE No. 130. MARGUERITE No. 130. MARGUERITE No. 130. MARGUERITE No. 130. MARGUERITE No. 130. MARGUERITE No. 130.



Cherries Back No. 1307.



Poppy Back No. 1308.



Hydrangea Back No. 1309.



Lilies of the Valley No. 1310.



Orchid Back No. 1311.



Golden Rod Back No. 1312.

THE AMERICAN STATIONER

ESTABLISHED 1874

DEVOTED TO THE INTERESTS OF THE

Stationery and Fancy Goods Trades

PUBLISHED EVERY SATURDAY
BY THE

LOCKWOOD TRADE JOURNAL COMPANY

150 Nassau Street, New York.

C. H. JONES, President. L. E. JONES, Secretary.
G. W. JONES, Treasurer.

Entered at New York Post Office as second class mail matter

TERMS OF SUBSCRIPTION

One Year.....	\$2.00
Six Months.....	1.00
Three Months.....	.50
Canada and Foreign Countries per year.....	3.60

Remittances may be made by draft, express or postal money order, or registered letter.

Telephone 4603 Beckman Cable Address Catchow, New York

Western Publication Office—431 South Dearborn Street, Chicago.

New England Office—127 Federal Street, Boston.
London Office—S. C. PHILLIPS & Co., 47 Cannon St.

THE AMERICAN STATIONER is the pioneer publication in its field and has long been the Recognized Organ of the Stationery and Fancy Goods Trades of the United States and Canada.

Its bona-fide circulation is more than twice as large as that of any other stationers' journal in the United States.

The American-Hawaiian Paper and Supply Company, Honolulu, writes: "Your publications are essential to our business. We are over 5,000 miles from the market, still they keep us in touch with matters."

AN OPEN FORUM

The successful threshing out in our last issue of the question of a manufacturer controlling retail selling prices has suggested the idea that much good could be accomplished by a quick interchange of opinions on live topics through the columns of THE STATIONER. This method of all striking the metal while the iron is hot has many advantages over the old one of writing to half a dozen business friends to learn their opinions, the question finally landing in some committee's hands, the members of which have no strong personal interest in the troubles of their fellows.

The better way is to send to THE STATIONER without delay a brief statement of the case, whatever it may be, we then asking for the opinion of the trade on the matter. In this way trade abuses can be stopped before they have become matters of custom. Besides setting the trade right on matters about which it has been misled and in which delay means loss of

money to someone, the publicity method has the added merit of binding the whole trade together through the influence of this clearing house of information. The feeling of common interest thus engendered will count for much when stationers are appealed to, in their own interest, to correct unjust practices or give their side of a mooted question. The benefits of an *always-open* forum can be readily appreciated by the enterprising members of the trade.

With a view therefore of finding instant solutions to the problems of the trade through a free and open discussion of the same we cordially invite all members of the trade to send in a brief statement about any legitimate trade matter in which he is interested. Such communications we will gladly publish, with or without the names of the senders, according to the preference indicated. Coincident with their publication we will call attention to the subject editorially and ask for free expressions of opinion from the trade on the problem stated. These communications we will also publish.

On the efficacy of our publicity method we can point to last week's symposium and its good results. As will be recalled the point raised was whether a manufacturer of an *unpatented* article could get an injunction against a retailer who had demoralized his market by the wanton cutting of prices. In the *opinion* of Elton J. Buckley, who writes our legal articles, a manufacturer thus aggrieved has an equitable case and would, he believed, be granted an injunction against the offending retailer. The decided cases as is well known seemed to be dead against Mr. Buckley's theory—and he was told so through our columns by some of the leaders in the trade. Mr. Buckley, however, *lawyer-like* called attention to the fact that the decided cases dealt with cases where retailers had signed *contracts* to sell at certain fixed prices. All such contracts have been held in violation of the anti-trust law.

From the correspondence printed last week it would seem that Mr. Buckley still adheres to his *opinion*, despite the fact that he seems to be alone in thinking as he does. It should be added, however, on Mr. Buckley's behalf, that according to the rule of Equity "there should be no wrong without a remedy," he has good grounds for his opinion. The case such as Mr. Buckley has in mind has, however, never been be-

fore the courts. But that fact doesn't settle the question because the principles of equity can not be changed, decisions or no decisions. The trade would, though, give a good deal to have the case as put by Mr. Buckley fought out in the courts.

To get back to our open forum proposition we want to say a final word to the effect that through the symposium referred to the trade now understands perfectly that a manufacturer of a *patented* article can fix the retail selling price, also that a manufacturer must not force a retailer to *sign a contract* to sell his goods at certain fixed prices, such contracts being illegal. In the case of the manufacturer who does not come under either of the two classes here mentioned he can but appeal to the common sense of the trade to ask the prices which he has made common knowledge by his widespread publicity. To sell standard goods for less than standard prices is nothing short of trade suicide, as it means eventual injury to the maker and loss of good profitable business to the retailer. When cutting of prices is persisted in the day comes when the manufacturer must lower his quality to meet the competition of his competitors who, in turn, have been forced by the retailer to meet the cuts in the other lines. Soon the manufacturer's goods lose their old prestige and his end draws near. Long before this happens the retailer bemoans the loss of his profits on the goods that used to be as good as gold.

ROUNDABOUTS

BY THE TRADE LOUNGER.

To show what reputation will do for a concern and what nerve will do for another, an amusing case involving the two qualities mentioned came to the notice of the Lounger. An out-of-town manufacturer has gotten up a very attractive holiday package in which to enclose his product, and, wishing to get some little benefit from it, he naturally printed his name on it. A dealer who had seen the package was quite taken with it, and bearing in mind the value of having the name of the manufacturer on the box, wrote to the latter for 300 of the packages, stating that it would help to further sales of other goods of the same character but of different make. Well, of course the out-of-town manufacturer could not or would not consent to such a proposition, but what puzzled the Lounger most was whether or not the dealer was conscious of the fact that the success of his plan would have come under the heading of that Great Modern Commercial Sin known as Substitution. The manufacturer in the case called it Plain NERVE!

ON PACIFIC COAST

Reports from Many Stationers Indicate a Healthy State of Trade—Live Items of Trade Interest—Holiday Trade On.

(From Our Regular Correspondent.)

SAN FRANCISCO, Cal., November 23,—J. H. McNutt, of McNutt, Kahn & Co., says that they are doing a splendid business with the California Loose Leaf Ledgers which this company manufactures, and that their Loose Leaf specialties are becoming very popular with the trade. Mr. McNutt says that there has been a general improvement in conditions in the last month or six weeks, and that since the Exposition matters and municipal politics have been satisfactorily settled there has been a noticeable increase of business.

Harry Brooks, of Cook & Cobb Company, and Paul Divver, representing Mittag & Volger Company, were recent visitors to the city, and both stated that they were very much pleased with the business they did while here.

THE HOLIDAY SEASON OPENED.

The holiday buying season has opened much earlier this year than usual, and for several weeks there has been a good demand for all Christmas and New Year's goods. The early sale of calenders has been especially good.

B. P. Upham, of Isaac Upham & Co., says that the business of this company is at present very good and that the prospects for the future are bright. This company is going more into the line of specialties and has recently acquired some new agencies for articles which Mr. Upham believes will immediately meet with the demand and approval of the consumers. The Automatic Index is one of the new lines taken on, and indications are that this will become very popular.

I. O. Upham left San Francisco last month for a tour of the world, and is at present in Japan. He will avoid the troubles in China and go from Japan to India in a short time.

Mr. Walker, representing the American Writing Paper Company, has been a visitor to San Francisco.

T. B. Kerr, of Payot, Stratford & Kerr, says that the fall trade of his company has been very satisfactory and that he is constantly having calls for complete office outfits for new concerns that are opening here.

Mr. Weatherbee, of Sanborn, Vail & Co., says that general business conditions have much improved recently and that every one is counting on the new city administration to bring even better business to San Francisco than is being done now. The Mission street store is being put in shape for the holidays and some very new and attractive lines are already on display in both the wholesale and retail departments.

H. K. Freeman, representative of S. S. Stafford, Inc., paid his respects to the San Francisco trade last week and is now visiting the northern cities.

A. E. Morcom, who has conducted a stationery store under his own name at 524 Hayse street, San Francisco, for some time, has gone out of this line of business.

Mr. Webb, of Chess & Webb, has just returned from a successful trip through the Northern States, where he did a good business with all the lines which this company handles, and an especially good business with the hand-colored holiday goods. Since his return he has been working in San Francisco in the interest of these hand-painted novelties and has received splendid orders for them.

Lester Van Nostrand, manager of the Milton Bradley Company, says that the business has kept up steadily all through the season and that orders are coming in now just as they did last month and the month before. Especially in the country trade there has been no let-up.

Lew Wolf, who has had charge of the manufacturing department of Cunningham, Curtiss & Welch for about three years, has resigned his position with this company to accept the management of the manufacturing department for the Schwabacher, Frey Company.

Mr. Peters, of Cunningham, Curtiss & Welch, says that the school book department is still receiving numerous orders from the country schools and that the holiday trade has commenced very actively both in the city and from the country, so that there has been no quiet season in this store since the opening of the school supply season.

DEALERS IN TOWN.

Quite a number of dealers from the various California towns have been in San Francisco in the past week or ten days, looking out for their holiday supplies. Among these are: C. S. Jossa, one of the leading stationers of Stockton, and Fred L. Coles, of Lakeport. C. H. Mott, of Reno, Nev., was also in San Francisco the first of this week.

The Schwabacher, Frey Company report an excellent business for the past month. The new lithograph plant is now in full operation and is doing a very large business. The printing department is running full force and they are receiving as many orders as it is possible to fill.

C. G. Magee, representing the Rockwell-Barnes Company of Chicago, has been in San Francisco for several days this week.

Mr. Voss, of the Weeks-Newman Company, Mr. McGilvery of the Tatum Company and a number of other Eastern traveling men are expected in San Francisco next week.

Mr. Morey, of Morey & Merriman Company, has purchased the interest of his partner, Mr. Merriman, in his Seattle stationery store and is now conducting the

business under the name of the Morey Stationery Company.

The Cascade Printing & Stationery Company has bought out the F. B. Hawes Company, of Everett, Wash., and combined the business of the two companies, giving two whole floors of the Cascade Printing Company's store to the stationery business.

The stationery business of the late O. P. Mooney, of Seattle, has been acquired by the Justice Stationery Company, but will continue to be conducted under the name of the Mooney Company.

Roger Reynolds is to open a stationery store on Sutter street, San Francisco. ALLEN.

The "Whitney" Fountain Pen

It has taken eighteen years to manufacture and perfect the Whitney fountain pen, now manufactured by the Whitney-Richards Company, of Cleveland, O. The manufacture and sale of this pen was commenced in 1894 by R. W. Whitney, at that time actively engaged in the repair business.

In an effort to please his customers, who were continually having trouble with their pens, Mr. Whitney experimented with a fountain pen having the combined good points, but none of the faults of other pens. By improving these good points, adding new features and using the best materials available, he succeeded in designing a pen that he could actually guarantee to write.

Ever since then the "Whitney" has been its own salesman, and the demand has rapidly and steadily increased. Dozen of changes have been made in the design, principle, style and quality of materials used to manufacture the "Whitney," but every change has been for the betterment of the pen—each a step nearer perfection.

There are many styles, sizes and designs of the "Whitney" pen, including their new model self-filler and the non-leakable safety pen. The company takes a great deal of pride in the former. It is their latest creation and another step toward high quality and perfection. The writing qualities of this pen are most excellent. One advantage is the convenience afforded by the self-filling device.

While the Whitney-Richards Company is meeting with a great deal of success in getting its pens properly established all over the country, it is desirous of opening correspondence with dealers who want to supply their trade with, what the company considers, the very best in the fountain pen line, and the Whitney fountain pen absolutely fills this want, so it says. By addressing the company as above, its newest catalog, literature, etc., will be promptly sent to stationers so that they can make selections in time for their holiday trade.

NEW PATENTS

No. 1,003,822.—Bundle Fastener. H. L. Swanson, Stromsburg, Neb.
 No. 1,003,445.—Manifold Sales or Order Book. O. S. Gauch, Shelby, Ohio.
 1,004,158.—Perpetual calendar and date-finder. J. C. Lowley, Syracuse, N. Y.
 1,004,400.—Draftsman's pen. J. C. Fenger, Indianapolis, Ind.
 1,004,408.—Duplicating machine. H. C. Gammeter, Cleveland, Ohio.
 1,004,435.—Pencil sharpener. J. J. Jones, Pittsburg, Pa.
 1,006,334.—Desk Reminder. G. W. Wright, Elizabeth, N. J.
 1,007,085.—Account Book. S. Fred, Lebanon, Ohio.
 1,007,250.—Penholder. W. C. Stapel and A. Johannes, Swanville, Minn.
 1,007,345.—Book-holder. E. W. Farris, Rienzi, Miss.
 1,007,350.—Adding and Registering Pencil device. W. H. Goodin, Reno, Nev.
 1,007,353.—Ruler and Drawing Instrument. E. Henschel, New York, N. Y.
 1,007,384.—Leaf for Credit Registers—F. Peterson, Salem, Ohio.
 1,007,455.—Envelope. J. Kubinyi, Buford, Wyo.
 1,007,460.—Playing Cards. S. C. Legh, Oberhofen, Switzerland.
 1,007,464.—Loose-leaf Binder. J. G. Magin, Rochester, N. Y.

1,007,619.—Self-filling Fountain Pen. J. A. Vogelmann, Brooklyn, N. Y.
 1,008,297.—Inkwell. S. E. Anderson, Des Moines, Iowa.
 1,008,315.—Mail Case. M. N. Dunham, Dunkirk, Mont.
 1,008,481.—Bookmark. J. W. Lopes, Salinas, Cal.
 1,008,509.—Calendar Pad Support. J. R. Wilson, Austin, Ill.
 1,008,597.—Loose Leaf Book Construction. E. W. Hill, New York, N. Y.

PERSONALS

Robert Gillette, of the Hampshire Paper Company, of South Hadley Falls, Mass., has just returned to the mill after visiting the trade in Pennsylvania and New York, and reports very satisfactory business on Old Hampshire bond, "the stationery of a gentleman." Many of the stationers are anticipating large sales during the holiday trade on "the stationery of a gentlemen," recognizing it as a very appropriate Christmas gift.

Wanamaker's Advertising Advice

If there is one enterprise on earth that a "quitter" should leave severely alone, it is advertising. To make a success of advertising one must be prepared to stick like a barnacle on a boat's bottom. He

should know before he begins it that he must spend money—lots of it. Somebody must tell him that he cannot hope to reap results commensurate with his expenditure early in the game.

Advertising does not jerk; it pulls. It begins very gently at first, but the pull is steady. It increases day by day and year by year, until it exerts an irresistible power.

NEW IDEAS IN TOYS

(Continued from page 3.)

of good book-making in general cannot be exaggerated. To give a child a poorly printed, gaudily colored picture-book is to arrest its future appreciation of what is artistic. There are much higher class artists doing children's work in Europe than here," she explained.

The exhibit lays stress on the so-called classics, from Mother Goose to Kipling. The idea, indeed, of these practitioners of child-psychology, is to avoid the new-fangled and get back to the old method of making the infant enjoy itself. Miss Hill is a believer in manual training, and that is why she thinks a good box of building blocks is worth all the electric toys in the world. "Through manual training," she said, "the child learns to sympathize with those who must work—learns to understand."



Southworth Company
Mittineague, Mass.

for Stationers and Printers which was never thought possible before. We refer to the "De Luxe" Watermarking Process—our own patent which gives to every one their own private watermarked high-grade paper at little over the cost of the paper. It has already proven itself a developer of new customers for many stationers. It will do the same for you. Write us for samples and prices. Remember the "De Luxe" Watermarking process enables you to order a minimum quantity of paper for your customer.

SOUTHWORTH CO. MITTINEAGUE MASS.

Makers of High Grade Papers

**IT IS
CREATING
BUSINESS**

**Bank Men
Are Good Judges**

of the quality of steel pens. That is a reason why you will find

Mason Pens



universally used in the banking institutions of this country. A. H. Smith, cashier of Farmers' State Bank, Heron Lake, Minn., says, "Cannot get along without them. They're the best ever." Are you, Mr. Stationer, getting your share of the banking trade of your locality? Mason Pens will help you to it. Write us.

W. L. MASON CO., Keene, N. H.

We offer to the trade PURE RUBBER BANDS

made of the finest Beni Bolivian Fine Para Rubber, guaranteed for 5 years, at the right price. Write for samples and quotations.

KABUS RUBBER COMPANY

44-60 East 23d Street, N. Y.



CARD INDEX CABINETS

The Macey Card Index System arranges, records, classifies and indexes all kinds of information in a manner much less laborious and more satisfactory than with books. Macey Card Index Cabinets will accommodate records for any purpose—for any business—large or small.

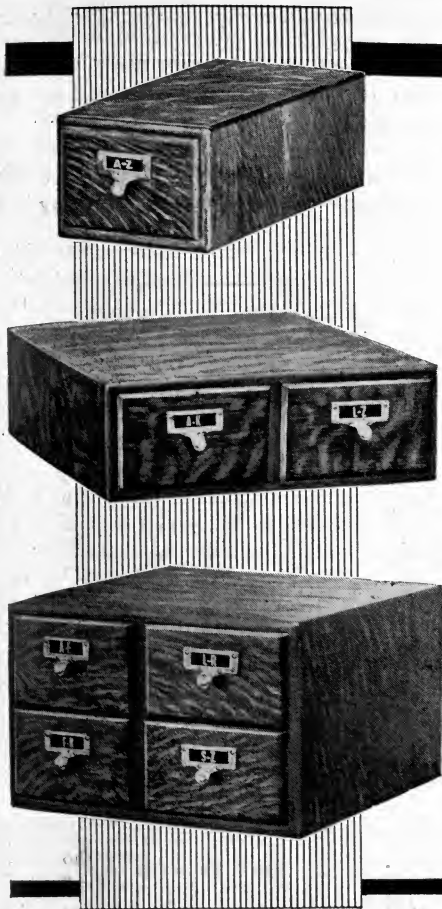
There may be a difference of opinion as to the merits of various filing systems, but these small cabinets are universally standard in style, size and arrangement. They are, however, the best constructed, most carefully finished and expensively trimmed cabinets on the market.

Progressive dealers in all parts of the country find Macey Card Index Trays and Cabinets ready sellers, yielding a liberal margin of profit with a minimum selling effort and expense.

Send for catalogue No. J-4210 and discounts to dealers. You will find the most complete and comprehensive line of filing appliances in the world, illustrated and described in this book. Any facts about your business will help us in making our reply bear directly on satisfying your requirements.

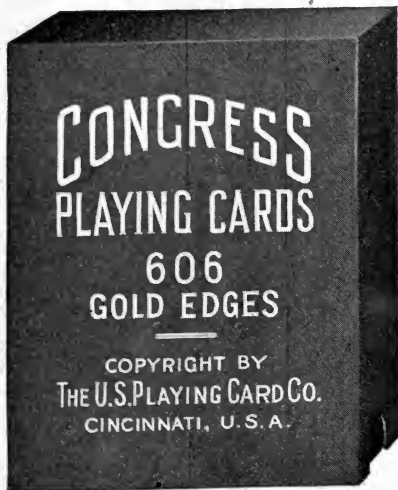
The Macey Co.

GRAND RAPIDS, MICHIGAN



606. CONGRESS PLAYING CARDS, GOLD EDGES.

Ivory or Air-Cushion Finish. Club Indexes—Ideal for Bridge.

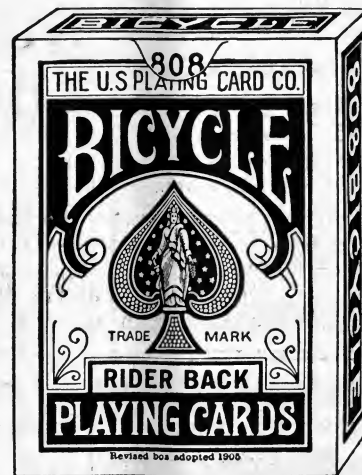


Look for the name "Congress" on every box.

Each season we issue twelve new original art designs, other favorites are revised, some backs dropped—CONGRESS designs are thus kept modern and salable.

808. BICYCLE PLAYING CARDS.

Ivory or Air-Cushion Finish.



Reduced size cut of Bicycle box.

Special skill and years of experience have developed their matchless playing qualities.

No strain on the eyes to see BICYCLE CLUB INDEXES.

75 CONGRESS designs, actual cards, are shown on a handsome folder—write us and we will send by return mail, FREE OF CHARGE. You can then make up your CONGRESS order—designs of your own selection.

THE UNITED STATES PLAYING CARD COMPANY, Cincinnati, Ohio.

MODERATELY GOOD

This Is the Way Chicago Stationers Report the Situation—The Catalogue Commission to Meet in Cleveland January 18 to 20.

Western Office, THE AMERICAN STATIONER, 431 So. Dearborn St., CHICAGO, Nov. 28, 1911.

Chicago stationers report that business has been moderately good the past week, but is still not up to expectations. It is expected that there will be considerable improvement beginning soon after the first of the month. Loop stores have not given up much space to the display of holiday goods outside of stationery lines. Calendars, pencil boxes, pens, box stationery and leather goods are being more conspicuously displayed and referred to as appropriate gifts for the holidays, and indications are good for a substantial trade in these lines. Large buying for the Christmas season has not commenced as yet, but it will doubtless be more active beginning next week. Stationery stores outside of the loop are paying more attention to toys and novelties than those down town, and are displaying goods elaborately. The wise ones in the trade predict a good holiday business beginning next week.

COMMISSION TO MEET IN CLEVELAND.

The meeting mentioned in last week's Chicago letter, to be held by the members of the National Catalogue Commission, in conjunction with the chairmen of the eleven permanent committees, will be held in Cleveland, Ohio, on Thursday, Friday and Saturday, January 18, 19 and 20. The plans provide for three sessions daily—morning, afternoon and evening, with the exception of Saturday. Upon the evening of the latter date the Cleveland Booksellers' and

Stationers' Association is planning to hold its annual banquet, and to entertain as its guests upon such occasion the members of the national organization who will be in attendance at this meeting.

Since the announcement of the plan to hold such meeting a great deal of enthusiasm has developed and the chairman of the National Catalogue Commission has been assured by President Lockwood, of the National Association, the members of the commission and the chairmen of the permanent committees that each and all will be present unless some unforeseen contingency arises to prevent, and it is anticipated that the movement will give an impetus to the work that will carry it to completion during the current year.

TRADE ITEMS OF INTEREST.

The Chicago members of the commission are at present busily engaged arranging the details which promise to keep them busy for several weeks. In the meantime rapid progress is being made on some ten or twelve bulletins which the commission hopes to have in circulation by January.

The Chicago Y. & E. store has a very fine window display of card index ledger systems, and from December 1 to 15 they will concentrate their efforts to secure card ledger business.

Mr. Dodge, of the Republic-Dodge Manufacturing Company, New York, is in the city and is calling on members of the stationery fraternity.

R. G. P. Bugg, representing Frank A. Weeks Manufacturing Company, New York, after enjoying a good business from stationery houses of the city, has left for other fields.

W. W. Buchanan, of the Baker-Vawter Company, was nominated as one of the vice-presidents of the Chicago Association

of Commerce, and C. T. McClurg, of A. C. McClurg & Co., a director, to be chosen at the election to be held December 12, of officers for 1912.

Harry B. Brooks, Chicago manager for Cooke & Cobb Company, Brooklyn, has returned from his Western trip and is making a final call on stationers to wind up his year's work.

C. S. Mirick, representing the Whiting Paper Company, New York, is scheduled to arrive here this week for his final call of the year on stationers of Chicago.

Fred Schroeder, who makes the middle Western territory for Eberhard Faber, having finished up his work for the year, will leave tonight for New York, to remain until after the holidays.

While the particulars are not at hand, word has been received of the death of the eight-year-old daughter of Peter Peterson, representing the White & Wyckoff Manufacturing Company. Their many friends will freely sympathize with Mr. and Mrs. Peterson in this untimely bereavement.

Harry L. Murdock, representing the Irving-Pitt Manufacturing Company, Kansas City, will be here for his wind-up call on stationers December 3 or 4. THOMPSON.

OBITUARY

JOHN CRAWFORD.

John Crawford, gold and steel pen importer of New York, and for more than forty years a resident of Brooklyn, is dead after a long illness at his residence, No. 182 Lincoln Road, Faltsbush. He was born in Liverpool in 1841.

The only way to get information is to ask questions—We have a Questions and Answers department.

TRADE OUR TRADE

TRADE-MARK

MARK. GUARANTEE MARK.

"MADE RIGHT TO WRITE RIGHT"

INK—PENCILS

SAFETY FOUNTAIN PENS.

SELF-FILLING FOUNTAIN PENS.

AND REGULAR FOUNTAIN PENS.

AGENTS WANTED

WRITE FOR TRADE DISCOUNTS

CATALOG & SELLING PLANS

J. W. ULLRICH & CO.

27 Thames St., New York City

"DO IT NOW"

Send your order before the freezing weather sets in for

BARNES NATIONAL INKS AND MUCILAGE

"Quality" The Best

BLUE-BLACK WRITING FLUID

Copying—Combined Jet Black, Carmine, Violet, Red, Blue and Green

BARNES FOUNTAIN PEN FLUID

Put up to retail in 5 and 10c bottles

WRITE FOR PRICE LIST

Barnes National Ink Co.

222 N. 5th Street, Philadelphia, Pa.

New York Agency, 305 West 43rd St.

"Pacific Coast Agency"

H. S. Crocker Co., San Francisco, Cal.

N. Y. Silicate Book Slate Co.

20-22-24 Vesey St., New York.

THE GREAT

SILICATE REVOLVING


BLACKBOARDS

Used in all the public schools of New York for thirty-six years, and most all the Boards of Education in the principal cities. Send for illustrated catalogue, 40th edition, on Silicate wall, roll and revolving blackboards, slated cloth, black diamond slating, book slates, erasers, crayons, crayon holders, easels, blackboard plate in slabs, dividers, pointers, stone slate blackboards, etc. Manufactured only by the

NEW YORK SILICATE BOOK SLATE CO.
20-22-24 Vesey Street, NEW YORK
Factory

N. Y. Silicate Book Slate Co.

631-633 Monroe St., Corner 7th St., Hoboken, N. J.

IF YOU DO NOT KNOW THE

 LOOSE LEAF SAMPLE PROPOSITION

NOW
 IS THE TIME
 TO
 INVESTIGATE

REALIZING the importance of having our dealers fully equipped with a complete line of samples, we have made up an outfit complete in every detail—from the small vest pocket Memo, Book to the high-grade Ledger Outfits. Included also is a nicely bound set of commercial forms, window cards—advertising matter—in fact, everything that is needed to fit up a modern Loose Leaf Department. To get this complete equipment you are not asked to pay a fancy price—in fact, the amount does not even cover our cost. This is your opportunity with but a trifling investment to put yourself in a position to compete with dealers who carry a stock of similar goods representing hundreds of dollars. We want to tell you more about this exceptional offer—why we are making it—what the outfit consists of, and how you can examine it in your store without a penny's expense. No easier or more economical way could possibly be arranged for you. Write today for full particulars.

OUR CATALOG CONTAINS THE MOST COMPLETE AND UP-TO-DATE
 LINE OF DEVICES AND FORMS ON THE MARKET. SEND FOR A COPY.

The C. E. Sheppard Co.

Manufacturers of Loose Leaf Supplies

82-84 Fulton Street

New York, N. Y.

Franklin Paper Co.,
 HOLYOKE, MASS.

Manufacturers of
 INDEX BRISTOLS, WHITE BRISTOL
 BLANKS, Etc.

BIG BARGAINS (In Regular Goods
 Not Job Lots)
 7,500,000 IMPORTED
POST CARDS and BOOKLETS

Christmas, New Year and Birthday. Over five thousand designs are now being offered to the trade at prices far below their value by the old reliable firm of

Established 1865 **JOSEPH KOEHLER, Inc.** Forty-six Years at
 the same stand
 150 PARK ROW 2 doors from Pearl Street NEW YORK CITY
 WE HAVE NO BRANCHES Write for Free Rack Offer Call or send for Catalogue

Ink-Counter Profits

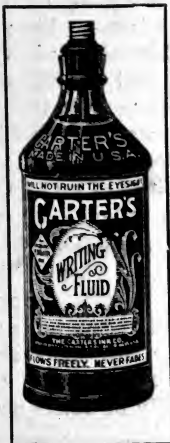
Ink counter profits are assured when
 you display a line of

Carter's Inks

and
Adhesives

Sterling goods backed by world-wide reputation
 covering more than 50 years insure a constant de-
 mand which mean ink profits.

Feature Carter's



ACCEPTABLE GIFTS

DAYLOGUES
 Are Perpetual



*"A diary that
 is good for all years—"*

MADE ONLY BY
KIGGINS & TOOKER CO.
 35-37 PARK PLACE, N. Y.

**Mr. Stationery Dealer Don't Miss
 Your Share**



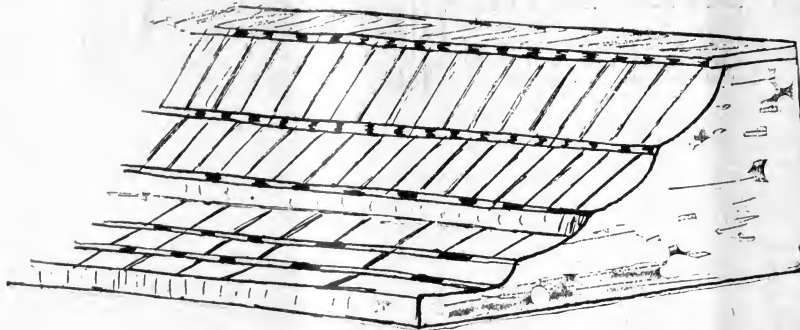
of this trade. We
 will help you get
 it by furnishing
 you imprinted ad-
 vertising matter of
 our products FREE

Write us to-day.

The Detroit Coin Wrapper Co.
 Detroit, Mich. Toronto, Ont.

Display Case for Pens, Holders, etc.

On this page are shown three drawings of a display case that is worthy the interest of stationers. It was gotten up to hold pencils, pen holders, erasers, clips, etc. The store in which the case is used is Johnson's Bookstore at Springfield, Mass. Mr. Johnson was kind enough to send the draw-



ings to THE STATIONER as he appreciates the value of the case, and is willing to let us share in its conveniences. He says it is one of the best things that his store ever had in. The idea, he admits, was suggested by cases he saw in Lucas' store in Philadelphia. By combining the principles of some of them the case illustrated here was evolved.

Study Possibilities and Increase Capital

In a recent issue of the Saturday Evening Post the late Marshall Field is quoted as saying that there is no capital and no increase of capital safer and surer than for one, by well-directed thought and study, to inform himself of the possibilities that lie in his path.

The force of this remark by the great merchant will come home to all merchants if they but think of how they are

this more business requires not primarily more capital, but more knowledge of one's community and of ways of getting it into the store to buy.

Now, it is a known fact that hundreds of dealers in all parts of the country have studied up and are using selling plans that have increased their business

largely. They have done this with no extra outlay of capital, but have put their brains to work to devise some effective selling plan that will permanently enable them to get more income out of their business.

We know of two young men who formed a partnership and entered the general retail field in Virginia about two

years ago. By settling down in the well-greased rut of conventional selling they might have been content to go on year

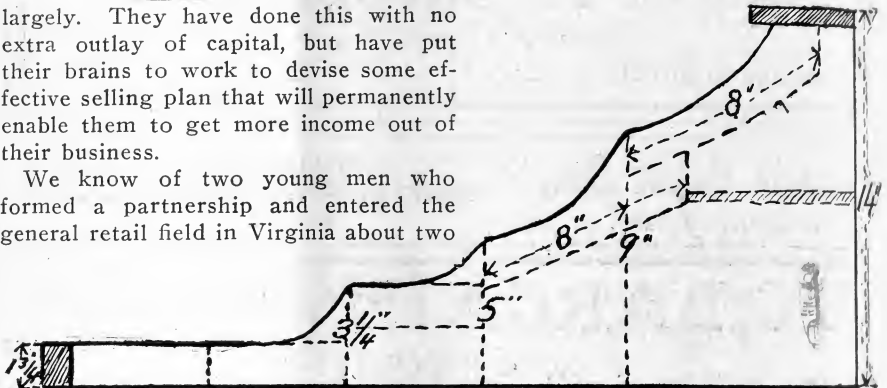
after year taking a mediocre profit from the business. But these young men had brought into the business with them a

using it. They are making an income much larger than they would have been contented with if they had settled into the rut, and are likely always to see to it that they make as big an income or bigger.

Each merchant has about \$100,000 of real money-earning gold stored away in his brain, and he is using about \$15,000 of it. If you want more capital, draw on your brain reserve. In other words, study well and apply the new and most effective trade-getting methods.

Don't Wait for "Opportunity"

The man who waits for opportunity to come knocking at his door will wake up some morning to discover that he has outlived his usefulness and grown gray doing it. He will discover that

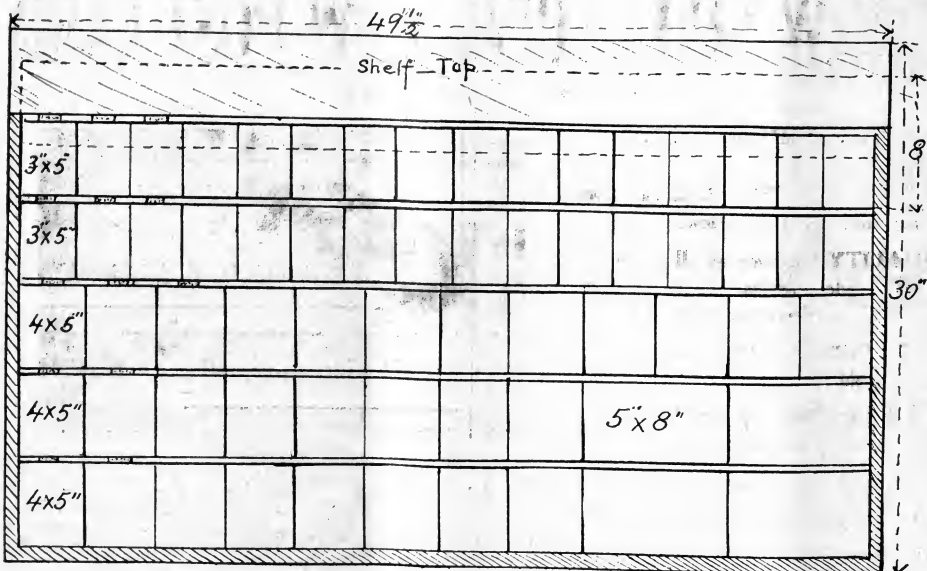


he has made nothing of himself and that the other fellows who started in life with him at the same time and who

were not misled with the old libel about opportunity being a knocker are flying around in airships and getting their pictures on the front pages of the afternoon papers.

The man who wants success in any line today is the one who rolls up his sleeves, starts out with a club, a gun, a steel trap or whatever is most likely to catch the game, and himself lay in wait for opportunity. He will be following opportunity every minute he has. He will be striving and working, pushing and hustling. Sometimes he may lose sight of the game, but he will keep on.

When a man goes hunting in the woods he tramps where game ought to be until he finds tracks. Then he follows the tracks. Maybe he gets a glimpse at the game occasionally, but he keeps on and on. Probably not more than once or twice in a while will he see what he seeks, but finally he comes upon it in the open and it is his.



situated. There is hardly a merchant who will not confess that there is considerable more business for him in the community than he is getting. To get

pair of wide-awake, active brains which caused them to give careful study to a selling plan they had heard about. They put in this selling plan, and they are still

A business man once grew rich with three assets—common sense, a warm handshake and a friendly smile.

*See,
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simple
thumb-
pressure
fills it!*



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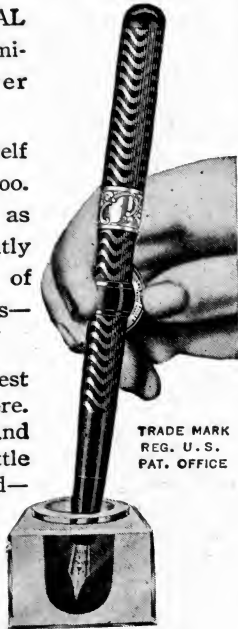
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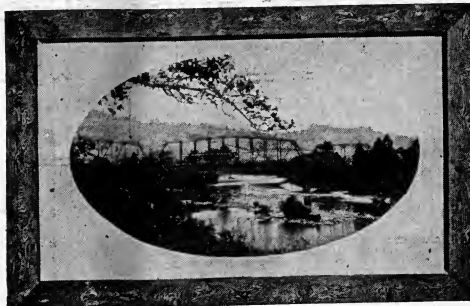
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QUALITY the same as all our other high grade products. Every card we make is an advertisement for us.

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MANUFACTURERS SINCE 1898.

USE OF THE MAIL

The Kinds of Matter That a Business Man Can Send Through the Mails—Those That Are Barred.

By ELTON J. BUCKLEY.
(Copyright, 1911.)

The Post Office Department has shown a disposition recently to extend the laws regarding misuse of the mails.

MAILING SEALED LIBELOUS MATTER.

Let me first puncture a delusion which I find many business men have concerning the mailing of libelous matter. This frequently arises in matters connected with collections. It is not misuse of the mails to mail libelous matter, unless the libel appears on the outside of the envelope or on a postal.

For example, not long ago, a certain business man who became much incensed at the refusal of a customer to pay a large account, wrote him a sealed letter in which he called the customer, in plain terms, a thief. The latter attempted to induce the postal authorities to move against the writer of the letter, on the ground that he had misused the mails, but they held that there had been no misuse, since the libel was not exposed. This decision was in exact accord with all decisions on that point.

Of course if there was libel the recipient of the letter had a private action against the sender, without regard to whether the mails had been misused. It should be remembered that the misuse of the mails is an offense in itself, entirely separate and distinct from any other civil or criminal offenses which the transaction may involve.

UNSEALED LIBELOUS MATTER.

While the mailing of libelous matter sealed is not against the postal laws, it is otherwise with the mailing of libelous matter which is not sealed but is exposed.

This refers especially to postal cards or envelopes bearing printed matter on the outside. The test is whether the matter is "libelous, scurrilous, defamatory, threatening, or calculated in any way to reflect injuriously upon the character or conduct of another."

For instance, not a great while ago a collection agency sent out to debtors a great many letters in envelopes which bore on the outside in large letters the words "Excelsior Collection Agency." Somebody who received one of these envelopes took the matter up with the postal authorities and the collection agency at once found itself in serious difficulties.

POSTAL CARD DUNS UNMAILABLE.

Postal card duns are also unmailable and anybody using them can be criminally prosecuted under the United States laws. It has been held, however, that a postal card bearing the following language was all right: "Please call and settle account, which is long past due, and for which our collector has called several times, and oblige."

This card got into the courts, and it was held that it was neither threatening nor offensive. I should like to make it emphatic, however, that any man who writes to another about a debt, on a postal card, is taking great risk. He may think he is safely within the line, but he may not be, for the line is not very distinct, and the only safe plan is not to do it at all.

Sending obscene matter through the mails is illegal, whether it is sealed or not.

CLASSES OF MATTER BARRED—LOTTERIES.

Generally speaking, outside of the above, there are three classes of matter which cannot be legally mailed.

First—Matter concerning lotteries or similar gift enterprises. In an early article in this series I discussed a lottery and told how to tell when any business enterprise was one. In a nutshell, a scheme is a lottery when the participators pay money or give anything for their chances, and where the award of prizes depends on chance alone.

To make this a little plainer, a merchant could legally conduct a guessing contest if the chances were free to anybody who asked for them, even if the winners were picked by chance. Or he could legally conduct one—and charge for the chances—if it was a contest of skill and not of chance.

In neither case would the enterprise be a lottery, as one of the indispensable elements, i. e., payment for the chance, and decision by chance, would be absent. Both elements must be present or there is no lottery.

But where the plan is a lottery, the merchant who mails circulars or newspapers containing an advertisement of it, can be prosecuted, and so can the newspaper which published the advertisement and mailed

WANTS AND FOR SALE.

Minimum rate for advertisements of this class, first insertion, one dollar.

Situations Wanted, \$1.00 for 25 words or less one time, and 50 cents for each subsequent and consecutive insertion of same ad. Over 25 words, 4 cents a word for each insertion, and 2 cents a word for each subsequent insertion of same ad.

Help and Miscellaneous Wants, \$1.00 for 25 words or less, each and every insertion; over 25 words, 4 cents a word each and every insertion.

PLAYING CARD SALESMAN

Wanted, salesman with Chicago headquarters to sell up-to-date playing card line in Chicago and Missouri River territory. No objections to handling another stationery line. Excellent opportunity for the right man. Address, with full particulars, Card Maker, care American Stationer.

THE CRAMPTON BOOK AND STATIONERY BUSINESS in Rock Island is for sale. Rock Island has a population of 25,000, and this is practically the only exclusive book store in the city. The store is in one of the best locations and the business can be bought at a very low figure. Address Mr. Eli. Mosenfelder, Rock Island, Ill.

CALIFORNIA—Stationery store, best investment for money in State. Stock and fixtures, \$7,000. Wholesalers will verify all statements. J. M. S., care Cunningham, Curtiss & Welch, San Francisco.

FOR SALE—Well established book and stationery store in growing Colorado town. Exceptional proposition for anyone with about \$4,000. Jesse R. Wood, Ft. Collins, Colo.

PRINTER WANTED, who is familiar with printing on tissue and crepe. Address B. C., care American Stationer.

FOR RENT—Part of first floor for sample room. Very desirable Broadway location for out of town manufacturer of stationery or fancy goods at low rent to one in kindred line from February 1st. National Paperette Co., 425 Broadway, New York.

ENGRAVER on steel and copper can buy and earn an interest or ownership in a well known plant established 10 years, doing all kinds of engraving, plate printing and embossing in an Eastern city of 400,000 population; good opening for the right party. Address Engraver, care American Stationer.

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WEBER COSTELLO CO.
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Successors to School Supply Department of A. H. Andrews & Co., Chicago
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copies of the paper containing it. More than this, the whole edition of the newspaper can be thrown out of the mails, and this has frequently been done.

Second—Any matter concerning confidence games or any enterprise intended to defraud.

Third—Matter exploiting any scheme whatever the object of which is to defraud. This is a crime whether it succeeds or not, and even if it has no possibilities of success. The attempt is sufficient.

The third head is extremely wide, and it is under this that the government has recently branched out in new ways. Two familiar instances of such frauds as are referred to under the third head, are ordering goods by mail without intending to pay for them, and misrepresentations by the promoter of a fraudulent investment scheme as to future profits.

In all such cases the intent to defraud is vital. There must have been intent—the sender of the letter, or whatever the matter was, must have intended to defraud. Naturally intent, being mental, is secret, a fact which the law recognizes, and it therefore allows intent to be inferred.

That is, where a man is accused of using the mails with intent to defraud, the law will look at all that the defendant did and will allow the conclusion to be drawn that "no man could do these things without intending to defraud."

Two examples of the new cases being brought by the government are as follows:

The Postal Department not long ago arrested a Pennsylvania salesman who had simply written a letter to a house that expected to employ him, misrepresenting his experience and ability. They charged him with misuse of the mails—mailing matter which was not true, with the obvious purpose of deceiving the recipient and defrauding him.

This case has not yet been tried, and the issue is therefore uncertain, but on the surface it would appear as if the salesman would have no defense unless he could prove that his statements were true.

Still another arrest was made in New York recently for an offense which while more or less common had never, so far as I know, figured in just that way under the postal laws before. The government officials arrested a wholesale merchant who had written a letter misrepresenting his financial condition. The object was to obtain credit. Here, too, the charge was misuse of the mails in mailing false statements which could have no motive but to defraud. So far as I know, this case also has not been tried.

It has been held that it is not misuse of the mails to exaggerate the value of goods offered for sale, always provided, however, that this remains within the pale of exaggeration, and does not become positive misrepresentation. If it is actual misrepresentation it is as much fraud as anything else.

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ARTISTS' MATERIALS AND DRAUGHTSMEN'S SUPPLIES

We have made up for the HOLIDAY SEASON a large assortment of Outfits in neat and attractive boxes, making useful and acceptable CHRISTMAS PRESENTS and comprising the following Outfits:



Oil Color Outfits - \$1.50, \$2.50, \$3.50, \$5.00

Students' and Children's Water Color Outfits

\$1.75, \$2.00, \$2.25

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China Painting Outfits - \$5.00, \$6.00, \$10.00

Stenciling and Tapestry Painting Outfits, \$1.00, \$2.50, \$3.50, \$5.50, \$7.00

Pyrography Outfits - \$2.00, \$2.25, \$3.00, \$3.75, \$4.50, \$5.50

Pastel Outfits - \$2.00, \$3.50, \$4.00, \$5.00

Modeling Outfits - \$1.00, \$1.75, \$2.25

Mechanical Drawing Outfits - \$3.00, \$3.75, \$4.75

LARGER AND MORE COMPLETE OUTFITS MADE UP TO ORDER

**Brass Craft Outfits and Articles for decorating
New PYRO-BRASS Craft Articles
Water Color Paint Boxes of every description
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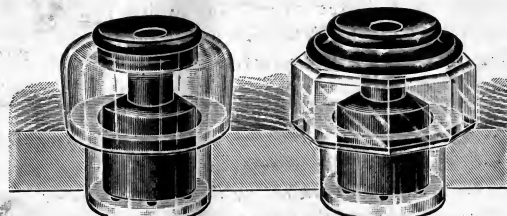
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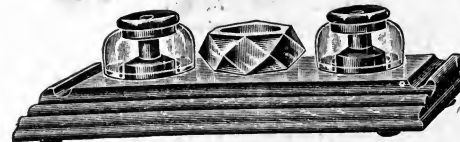
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PLAYING CARDS

There is a Great Deal of Interesting Information in Connection with the Study of Playing Cards.

An American woman who is interested in the history of playing cards asked the Superintendent of Prints in the British Museum not long ago who was the world's authority on cards and card collections, says a writer in the New York Sunday Times.

"I want to consult the best book," she explained.

The superintendent took a volume from a shelf and gave it to her.

"This is the highest authority," he said; "the author of this knows more queer facts about playing cards than any other living person. She has the largest collection in the world herself. And this is the best book on the subject that has ever been written." The author is an American woman.

THE DEVIL'S PICTURE BOOK.

"The Devil's Picture Books, by Mrs. John King Van Rensselaer," the American visitor read. "But haven't you anything else? I've read this, and I wanted to know if there wasn't another authority I could consult. I am collecting material for a book."

"You'll find all there is to know about cards in that one," the man insisted, and his questioner sighed.

"I wanted to find out more," she said. "I know this book by heart. You see, I am Mrs. John King Van Rensselaer."

The director gasped, and Mrs. Van Rensselaer proceeded to establish her identity by means of a letter from the Smithsonian Institution in Washington. Then she began to search the printroom of the British Museum where the card collection is kept and to consult the Museum's books.

She delved into the works of all the other authorities on the subject; she looked at the Museum's entire collection; she read everything that could be found about playing cards, their history and their significance. But she could find no information of which she was not already master. And it was as easy for her as for the superintendent to see that the British Museum's collection of playing cards was far inferior to her own.

In her house at 719 Locust street, Philadelphia, among scores of rare prints, historic tapestries and porcelains, priceless of fans, Mrs. Van Rensselaer has thousands of strange playing cards. There are more than 900 packs in her collection. They have come from all the countries where playing cards are known and from many periods of the world's history. They tell to the person who

can read them properly odd tales of ancient and medieval history; they revive forgotten folklore, relate old legends anew. But it is only to the initiated that they reveal their secrets and become more than curious pictures.

LARGEST COLLECTION IN THE WORLD.

Mrs. Van Rensselaer's collection, as it now stands, is the most comprehensive and most valuable, as well as the largest, in the world. The collection in the British Museum is excellent and contains many beautiful cards. There is a fine collection of exclusively French playing cards in a musty old print museum in Paris. The German Government has a very good collection of old German cards in Munich, and a fine assortment of beautifully engraved cards in black and white is kept among the relics of early engraving days in Nuremberg. But Mrs. Van Rensselaer's private collection surpasses all of these.

Out of it she has given to various American museums their assortments of old playing cards.

"I am quite sure that every public collection in America has come out of this private collection of mine," she said. "I am sure that I have gathered together all the strange and historic playing cards that are shown in America today."

She gave to the Smithsonian Institution in Washington its collection of cards. The Philadelphia collection, in Memorial Hall, is her gift. She is at present sorting out a large collection of interesting cards for the Historical Society of New York. She gave, years ago, a large assortment to a museum in Glen Island, New York, a town not far from the ancestral home of the Knickerbocker Patroon van Rensselaer and his descendants.

SPANISH CARDS FOR CARMEN.

Recently, when Miss Mary Garden was about to make her first appearance in "Carmen," at the Metropolitan Opera House in Philadelphia, Mrs. Van Rensselaer presented the singer with one of the most valuable packs of cards in her collection, a rare old set of Spanish picture cards. Years before that, however, she had given a similar pack to the Academy of Music in Philadelphia, for use in the Metropolitan company's productions of "Carmen" there.

"I was simply shocked when I learned that the managers were about to produce 'Carmen' without a set of Spanish playing cards," Mrs. Van Rensselaer declared. "It seemed to me absolutely necessary to the truth of the performance that the cards used should be genuine, should help in reproducing the atmosphere of the opera setting. So long ago I gave the Academy a set of Spanish cards just for 'Carmen.' They have always used them. I suppose the Metro-

politan company uses them in New York now.

"And when I heard that Miss Garden was going to present 'Carmen' without the Spanish cards, that seemed to me unthinkable, so I sent her a pack from my collection right away. I might as well confess that it was hard for me to give those up. It was an exceedingly valuable set; but I did want Miss Garden to have them, so that she could present, as well as sing, 'Carmen' properly."

To Mrs. Van Rensselaer the interest in collecting playing cards does not lie merely in the gathering together of a great many odd pieces of cardboard. It does not lie even in the rarity of the cards and the difficulty with which many of the sets have been obtained. To the ordinary pleasure of simply "collecting" is added, for Mrs. Van Rensselaer, the fascination of discovering old mysteries, of coming upon strange bits of rare study, of uncovering hidden things.

A WORLD'S HISTORY IN CARDS.

"To people who don't know anything about them playing cards are just funny old pictures, and things people play games with," said Mrs. Van Rensselaer. "To me they are a whole world's history. In order to understand these cards it is necessary to know much of the history of the world. It is necessary to know anthropology. One has to read whole volumes of early religious history and explanations of old emblems and symbolism. In order to get at the real enjoyment of card collecting you have to know a great deal with which the cards do not seem, at first, to have anything to do."

Mrs. Van Rensselaer has studied cards for twenty years. And for twenty years she has striven to solve the mystery of the cards' symbolism.

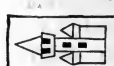
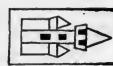
"I have always been firmly convinced," she said, "that there was a great secret behind all the old fortune telling cards—and the modern cards, too. I have felt that they all came from the same source, and I have tried to find out what the source was.

"Now, quite by chance, I have found it."

KEY TO SYMBOLISM OF FORTUNE-TELLING CARDS.

What she declares to be the key to the entire symbolism of fortune-telling and playing cards, as they have been used from the earliest times, was found by Mrs. Van Rensselaer this summer in Italy. She was visiting the old temple at Baiae, climbing about the ancient ruins, examining broken bits of marble and stone, when suddenly some strange eastern hieroglyphics on a fresco caught her attention.

"And in those hieroglyphics I found the thing I had been looking for," she

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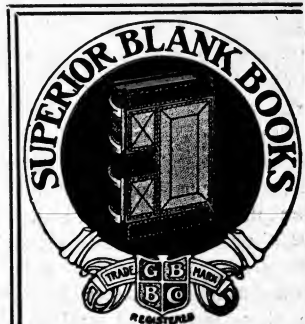
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"SUPERIOR" BLANK BOOKS

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IT'S THE "WEARING QUALITY" SERVICE

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The American Playing Card Co.'s products have the proper slip, perfect finish and elasticity, that makes dealing satisfactory and the evening a pleasure.

We manufacture all grades—from a cheap Steamboat to a fine illuminated back card in four and five colors. Have a large and varied assortment of designs to select from.

Closely associated with one of the largest and best known paper mills in the country, our special stock is grade for grade unequalled by any other manufacturer. Samples and prices on application.

THE AMERICAN PLAYING CARD CO., Kalamazoo, Mich., U. S. A.

EAGLE FOUNTAIN PENS Nos. 3432 and 3532

No. 3532—Gold Mounted Mother of Pearl Fountain Pen, handsomely decorated with two Gold Bands, fitted with a Medium Size 14 Karat Gold Pen, Guaranteed



No. 3432—Black Barrel, with Sterling Silver Filigree and fitted with a medium size 14 Karat Gold Pen, Guaranteed.

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Makers of All Kinds of Envelopes

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declared. "The similarity between the characters on the old fresco in the temple and the characters in the ancient playing cards in my collection impressed me at once, and a little close study soon convinced me that the characters in the temple really formed the key to the entire system of fortune-telling emblems as they are used in cards.

"I have been working for years on a book about the history and symbolism of playing cards in the various nations. And I had been making every effort to find the origin of cards. Now I had found it."

Following up her discovery at the Italian ruin with investigations and study, Mrs. Van Rensselaer soon gathered together all the material for her book. The volume will be published in the near future and will contain, its author avers, the result of her entire twenty years of work.

"No one has ever discovered the origin of cards, the source of their queer pictures, the customs from which their use sprung," she said. "Fifteen authors, including myself, have written books on the subject, and some of the books have been most interesting and informative. But they have not gone to the root of this queer history. Now I have chanced upon the origin of these cards with which we play bridge and euchre, the Italians tell fortunes, and the Japanese educate their children.

THREE KINDS OF CARDS.

"Playing cards, you see," Mrs. Van Rensselaer went on, "may be studied under three grand divisions. There are fortune-telling cards, gambling cards and the various kinds of educational cards. Educational cards are not of particular interest, and gambling cards are but the modern adaptation of the old fortune-telling cards. These fortune-telling cards are by far the most interesting, and it is from them that one can read strange stories of the history of the world and the customs of the people.

"Fortune-telling cards are an evolution of the great Egyptian mysteries. They were first brought into Phœnicia, Greece and Italy by the Egyptians, or gypsies. I know that a great many people do not believe that the gypsies are the descendants of the old Egyptians, but I do, and my study has confirmed this belief.

"The use of fortune-telling cards may be traced back to the rites connected with Marduk, in the Bible, and his son Nebu. In Chapter 17, of the Book of Numbers, the Divine commands are given to consult the cards. The people believed in the fortune-telling and the oracles, and the fortune-telling cards were an important feature of their life.

"In the book which I have just finished, as a sequel to my earlier volume, I explain just what is the connection be-

tween these old Egyptian mysteries and the use of our modern playing cards. The steps down through the ages can be clearly traced by the person who knows cards in the marks on the cards themselves.

DESIGNS IN FORTUNE-TELLING CARDS.

"The designs on the ancient fortune-telling cards are the cups, the swords, the rods and money. For hundreds of years these pips, as they are called, have been used, and they are to this day. In Italy, Spain, North Africa and South America these same little symbols are used on the playing cards, and also in Porto Rico, Cuba and the Philippine Islands, where the French 'pips'—the ones we use—are unknown.

"The complete pack of the ancient fortune-telling cards consists of seventy-eight cards, twenty-one of which have pictures, representing all the principal events of a man's life. There are four suits with the pips I have mentioned, headed by a king, queen, cavalier and knave. This complete pack is now used only in parts of Italy close to the spot where the cards were originally introduced by the Egyptian priests in prehistoric times. The suit cards are retained in the Spanish-speaking countries, but the picture cards are utterly discarded.

"These fortune-telling cards were principally used in playing a so-called game known as 'The Man,' which was really a foretelling of a person's entire life.

ABOUT GAMBLING CARDS.

"Gambling cards as we know them, the cards with which we play our card games, are quite different from the old cards of which they are, in France, England and America, the successor. They were invented in 1395, or near that date, by two French courtiers, La Hire and Jacques Coeur, for the amusement of their mad King, Charles VI. An especial effort was made to adapt the ancient fortune-telling cards to the requirements of a simple mind and simple games, and one game after another was invented to be played with them. They were introduced into England when the grandson of Charles VI. was betrothed to the daughter of Edward IV. The suit we know as hearts was named after Jacques Coeur, the inventor of the playing cards.

"In the French cards and the English there has never been a joker. In the ancient Italian pack there is, and the joker suddenly made its appearance in the American pack of cards in 1850. It really represents the ancient Egyptian god Nebu and it is the very oldest of the known designs.

"In China, as in America, this one card dominates and controls the entire pack, and is called 'the blessing.' Cards with the French 'pips' contain none of the

supposedly occult meanings of the Spanish and Italian cards, which directly inherit the emblems of the Egyptian mysteries.

GERMAN CARDS AND THEIR "PIPS."

"German cards have distinctive pips of their own—the bells, acorns, leaves and hearts. The principal game played with them is the legitimate descendant of the old game 'The Man.' It is in reality the scientific way of consulting the oracle's wishes with regard to a man's whole life and all his actions and is inherited from the old Italian tarots.

"Educational cards are used all over the world and are valuable in collections without being of much interest to the student," Mrs. Van Rensselaer added. "My own collection contains many hundreds of educational cards, and I am very glad to have them. But they are not valuable as pieces of world history and folklore, as are the others."

The oldest pack of cards in Mrs. Van Rensselaer's collection was found hidden away in the wainscoting of an old Venetian palace and dates from the sixteenth century. It is a set of Italian tarots, a collection of leaves in reality from the "Book of Tort," and its emblems and figures are those of the old Egyptian cults. They are the same emblems as Mrs. Van Rensselaer found on the frescoes at Baia.

Then there is a mediaeval German set from Nuremberg, which is not only valuable as a feature of a card collection but important as a specimen of early engraving. The cards are in black and white and are signed with the initials of Martin Schonbraun, one of the earliest German engravers. They are an exceedingly rare set of little pictures, and Mrs. Van Rensselaer has been offered a large price for them simply as engravings.

Another German pack in her collection belonged to the King of Wurtemberg in the days of George II. of England. The royal monogram is on the quaint leather case, and although Mrs. Van Rensselaer says that these particular cards have no great value in the emblematic history of playing cards, they are fascinating things to see.

There are a great many sets of Italian and Spanish fortune-telling cards in Mrs. Van Rensselaer's collection, and there are also invaluable packs from Germany, Norway, Sweden, Portugal and France. A Spanish patience pack, 150 years old, is one of the gems of the collection.

APACHE INDIAN PLAYING CARDS.

A strange assortment of characters printed on what looks like ordinary leather is, Mrs. Van Rensselaer explains, a set of Apache Indian playing cards made of the skin of a man. This, she says, is an Apache custom. Another in-

(Continued on page 35.)



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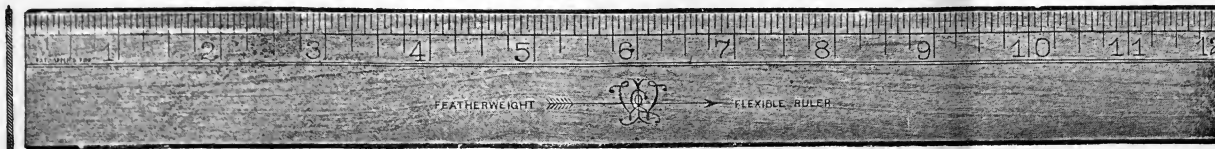
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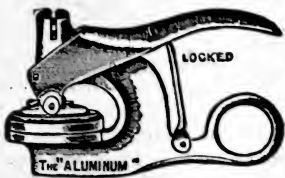


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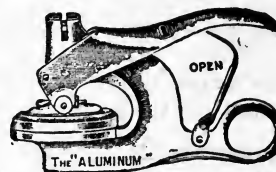


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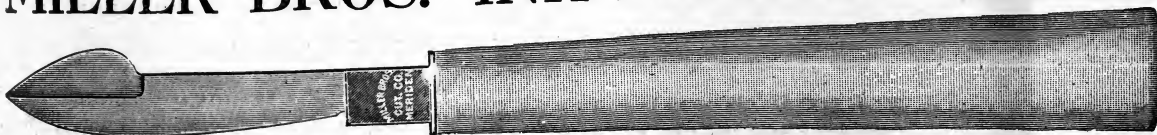


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Leubrie & Elkus, 18 E. 14th St., New York.	37
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PLAYING CARDS

(Continued from page 32.)

teresting pack is from China, a collection of narrow oblong pieces of cardboard somewhat resembling peapods, whereon strange characters are printed in black and white. There are exceedingly interesting cards from Persia and Korea. And there are Japanese educational cards that are really nothing less—though to the collector they are much more—than sets of exquisite tiny Japanese prints.

“It was the gift of a set of Korean cards that first interested me in the subject twenty years ago,” Mrs. Van Rensselaer said. “They were so queer, and they looked so interesting, that I read up about them. And the more I read the more absorbingly interested the whole subject seemed.

“Of course, I personally don’t believe in the fortune-telling at all. I couldn’t believe that it was possible to foretell the future through signs on cards. But I know that the ancient peoples did believe just that, and that the same idea runs through all the history of cards.

“And, queerly enough, lots of educated people still believe in the ability to ‘tell fortunes’ that way. I understand the cards so well that it is possible for me to use the ancient ones very much as the ancients did, and a great many of my friends seem really to believe in it.

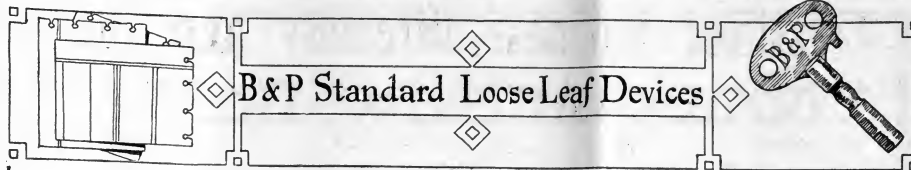
“A woman I know here in Philadelphia, for instance, calls me up every time she begins any undertaking to ‘know what the cards say’ first.”

Pencil Diet

Just take notice when any one uses a lead pencil, says Health. Almost invariably it is put into the mouth, first one end and then the other. Into the mouth over and over again. A lady picks up a lead pencil in a public office or when the messenger boy calls, and before she uses it she sticks it into her mouth. This same pencil has been in mouth after mouth all day, every day. The lady may be ever so refined and fastidious, but slap goes the end of the pencil right into her mouth.

The one who used it before may have been a besotted, sore-mouthed, dirty creature. No one stops to think of this. Who can imagine a nastier, filthier habit than to stick the end of the lead pencil into the mouth. It is bad enough to use one’s own lead pencil in this way.

The notion seems to be that the pencil writes better after it has been put in the mouth. Children actually think they must first wet the end of the pencil before they can work with it. Then the habit is formed. The habit continues. We pass it down from generation to generation. Think of the folly of that person who has sucked eight or ten public pencils, and is afraid to ride in a street car lest some contagious disease be contracted.



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- ☞ Life is too short to spend in collecting guarantees.
- ☞ Makers who don’t know “how to make,” and guarantors who might as well spell guarantee t-r-o-u-b-l-e, don’t stay in business over fifty years as Boorum & Pease have done.
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- ☞ You can open almost any blank book flat, of course.
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Chicago, Ill.

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Boston, Mass.

4000 Laclede Ave.,
St. Louis, Mo.



Notes on New Books

The Deathless "Carol"

A very handsome and attractive edition has been published of Charles Dickens's delightful story, "A Christmas Carol." It contains thirteen illustrations in color, reproducing charming drawings by Ethel F. Everett, in which the characters of the story and some of its most striking scenes and incidents are cleverly portrayed. The story is printed in large, clear type on excellent paper, and in all other respects has received from the publishers extraordinarily good treatment. The binding is extremely artistic. (Thomas Y. Crowell Company, \$1.50.)

A Stepmother for Christmas

A pretty little holiday story, "Their Hearts' Desire" (Dodd, Mead & Co., \$1), by Frances Foster Perry, tells how Santa Claus brought a lovely and highly desirable stepmamma as a Christmas present to a seven-year-old boy. He saw her first at a children's party, where he fell deeply in love with her, as she tied sashes and shoe-strings, filled plates at supper and guided the games. He had no mother, and he wanted one very much, so that night he wrote a new letter to Santa Claus, in which he said he did not care about the things he had asked for before, but that he did want a mother, "a live one that can do

things, like the lady at Jo's that can climb with a hole in her chin." He gave the letter to his father to mail, and as that gentleman was already in love with "the lady at Jo's," he persuaded her to allow him to play Santa Claus, and they all lived together happily ever after.

Two Little Book-Builders

"Cute" is hardly the most appropriate word to use in describing a literary production, but it fits "The Other Woman," a cute little story by Hazle Hollingsworth, illustrated by Bessie Lingsworth, with no publisher's name on the title page or elsewhere. A preface signed "A. W. K." and "J. M. R.," Paris, April, 1909, will best explain. It reads: "The original of this work, of which this little volume is a fac-simile, was conceived, printed, illustrated and bound without assistance by two sisters, ages 10 and 13, young venturers in the field of literature and art." It is artistically bound in stiff white paper, and the type is a copy of the capital letter writing most youngsters adopt in their first essays at "printing," and the story itself is a fascinating tale of love in which the other woman, Grace Newflap, gets her just desserts, and the right one, Kitty Larcham, wins Arnold Montgomery's love everlasting. There are three full-page illustrations, which are quite the equal of many in much more pretentious volumes.

Love's Coming-of-Age

Those who are familiar with Edward Carpenter's "Love's Coming-of-Age" in the English edition will be glad to know that it has been brought out in this country (Mitchell Kennerley, \$1) in an authorized issue, with a little prefatory note by the author. In the fine spirit and nobleness of purpose it has hardly its equal among all the multitude of books that have tried to inform men and women about their sex relations. Mr. Carpenter's aim is to show how the passion of love can be lifted to a higher and nobler plane, "to indicate the inner laws which, rather than the outer, may guide Love when—some day—he shall have come to his full estate." When the book was first written fifteen years ago half a dozen of the best London publishers, one after another, refused to publish it, and, finally, Mr. Carpenter printed it at his own expense. It has since been translated into several other languages, and in Germany has passed through fourteen editions. The present edition contains all the author's corrections and additions up to date.

Bob Hardwick's Life

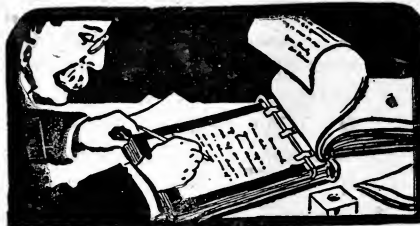
In matter-of-fact, autobiographical style Henry Howard Harper writes of "Bob Hardwick: The Story of His Life and Experiences" (issued privately by the De Vinne Press). Beginning with his childhood, the hero describes his forlorn and unhappy early years, in which the chief influence was a father who meant well but who had a soured nature and an ungovernable temper. Advancing slowly through boyhood, he tells of wanderings with his father, of brutal treatment at paternal hands, of meeting with the little girl who was to become the solace of his life, of



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learning the secret of his dead mother's identity and of his heritage from her, and finally ends with the happiness of marriage and children.

Gift Books

"A Bundle of Good Cheer." Arranged by Hamilton Turner. 12mo. New York: Platt & Peck.

"Stories from Hans Andersen." Illustrated by Edmund Dulac. 8vo. New York: Hodder & Stoughton Company. \$5.

"The Idylls of the King." By Alfred Tennyson. Illustrated by Eleanor F. Brickdale. 8vo. New York: Hodder & Stoughton Company. \$5.

"The Posthumous Papers of the Pickwick Club." By Charles Dickens. Illustrated by Cecil Aldin. 8vo. New York: Dutton & Co. 2 volumes. \$7.50.

"Threnody and Other Lyrics." By Ralph Waldo Emerson. 16mo. Portland, Me.: Thomas Mosher. 40 cents, boxed.

"The Sphinx." By Oscar Wilde. 16mo. Portland, Me.: Thomas Mosher. 50 cents, boxed.

"Sister Benvenuta and the Christ Child." By Vernon Lee. 18mo. Portland, Me.: Thomas Mosher. 25 cents, boxed.

"A Masque of Dead Florentines." By Maurice Hewlett. 16mo. Portland, Me.: Thomas Mosher. 50 cents.

"Earthworks Out of Tuscany." By Maurice Hewlett. 12mo. Portland, Me.: Thomas Mosher. \$2, boxed.

"Songs of the Glens of Antrim." By Moira O'Neill. 16mo. Portland, Me.: Thomas Mosher. 50 cents, boxed.

"Will o' the Mill." By Robert Louis Stevenson. 16mo. Portland, Me.: Thomas Mosher, 25 cents, boxed.

"The School for Scandal." By Richard Brinsley Sheridan. 8vo. Illustrated by Hugh Thomson. New York: Hodder & Stoughton Company. \$5.

"George Meredith." By J. M. Barrie. 12mo. Portland, Me.: Thomas Mosher, 35 cents, boxed.

"Poems." By Francis Thompson. 12mo. Portland, Me.: Thomas Mosher. \$1.50, boxed.

"Chrysanthema." By William M. Hardinge. 16mo. Portland, Me.: Thomas Mosher. \$1, boxed.

"Snowbound." By John G. Whittier. 16mo. Portland, Me.: Thomas Mosher. 40 cents, boxed.

"Passages from the Song Celestial." By Sir Edwin Arnold. 12mo. Portland, Me.: Thomas Mosher. 50 cents, boxed.

"Sonnets and Songs." By Arthur Upson. 12mo. Portland, Me.: Thomas Mosher. 50 cents, boxed.

"Salome." Translated from the French of Oscar Wilde by Alfred Bruce Douglas. 12mo. Portland, Me.: Thomas Mosher. \$1.50, boxed.

"The Boy Who Brought Christmas." By Alice Morgan. 12mo. New York: Doubleday, Page & Co.

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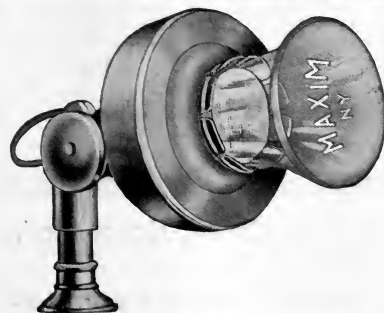
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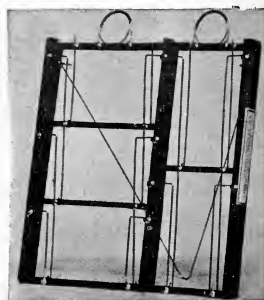
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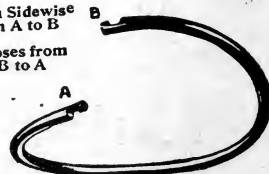
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Patented Feb. 4, 1902

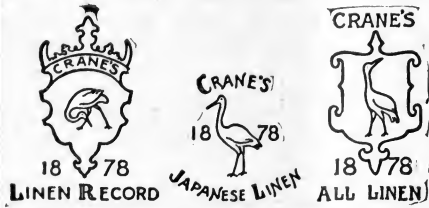
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